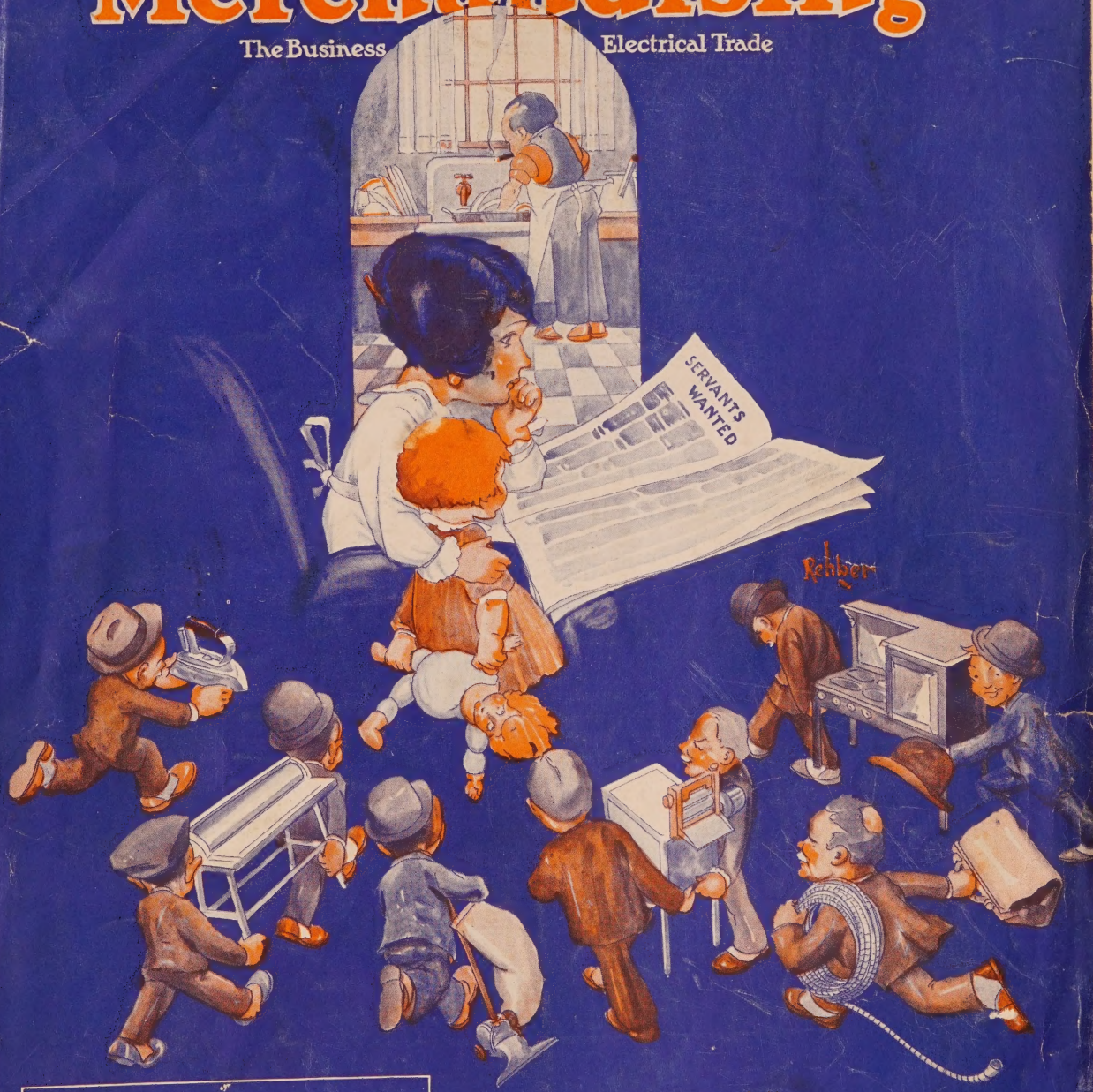
A McGraw-Hill Publication

March 1925

Electrical Merchandising

The Business Paper of the Electrical Trade

How to Make Money on Appliances

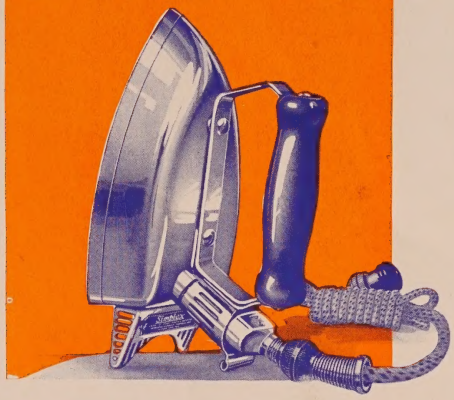
Selling the Wiring Job

Merchandising More and Better Fixtures

In this issue!—Turn to pages 17 to 20 now for facts about profits on washers. Note especially the offer on page 20.

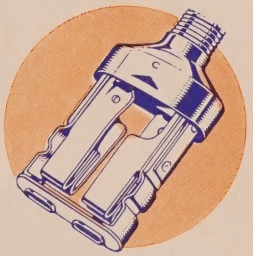
Adv.

value



The Cord-Set furnished with Simplex Irons fits all makes of electric appliances. The complete Cord-Set—all-steel, unbreakable plug, 6 feet of heater cord, and two-piece lamp-socket plug, when sold separately, $1.75 list.

With New Guaranteed Contacts, The Simplex Iron at $4.50 is the greatest value ever offered



The new Simplex all-steel unbreakable plug with double, parallel-blade, tempered steel contacts—guaranteed against trouble. In laboratory tests the Simplex plug had four times the test life of any other plug on the same machine.

Compare this Simplex Iron with any other electric iron you have ever seen at any price! In all the history of electric iron manufacturing, there has never been such value. Your customers can see and appreciate the exclusive Simplex features.

Simplex Iron sales are making a new record. Are you getting your share of this tremendous business?

Tell your customers about these exclusive Simplex features:—

1. Guaranteed contacts on the Simplex Unbreakable Plug.
2. The nickel-plated, all-steel unbreakable plug itself. It can't chip, crack, crumble or break. Fits all makes of electric appliances.
3. The air-cooled rest stand. Saves lifting the iron. Just tip it back. It can't scorch the sheerest garment.
4. The air-cooled terminal guard. It protects the plug and contact points, and adds materially to the appearance of the iron.

Electric iron sales are always better in the Spring. Are you prepared for this Spring's big Simplex demand—the inevitable result of the smashing 2-color page advertising in the Saturday Evening Post? Check up your stock now and send in your order.

SIMPLEX ELECTRIC HEATING COMPANY

85 SIDNEY STREET, CAMBRIDGE, MASS.

116 West 32nd St., New York

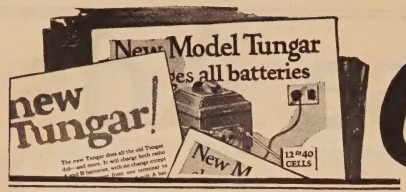
15 So. Desplaines St., Chicago

Simplex

ELECTRIC APPLIANCES

Made by the makers of the well-known Simplex Sunbowls, Heating Pads, Cord-Sets, Ranges Etc

Electrical Merchandising, March, 1925. Vol. No. 33, No. 3. Published monthly, McGraw-Hill Co., New York, N. Y. $2.00 per year, 25 cents a copy. Entered as second-class matter, July 21, 1916, at the Post Office at New York, under the act of March 3, 1879.



Going big!

More than a million ads a month

Going big—the New Model Tungar. *Selling*—because of the name and fame of Tungar. *Selling*—because of the million ads a month in the biggest radio papers. And selling because of its efficient performance! It makes no disturbing noise. It will charge all kinds of storage batteries—all sizes—any make. And it requires no extra attachments. It is selling *fast*—for thousands of dealers. Put it to work for *you!*

2 Ampere Size—(New Model) List Price . . $18.00 (East of the Rockies)

5 Ampere Size—(Design Unchanged) List Price . . $28.00 (East of the Rockies)

Tungar
REG. U.S. PAT. OFF.
BATTERY CHARGER

Tungar—a registered trademark—is found only on the genuine. Look for it on the name plate.

MERCHANDISE DEPARTMENT

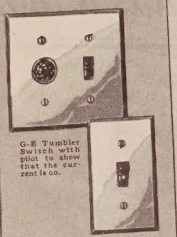
GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY, MERCHANDISE DEPARTMENT, BRIDGEPORT, CONNECTICUT

Make these Ads

THE SATURDAY EVENING POST 131

In a G-E Wiring System these materials mean convenience—and lifetime service:



G-E Tumbler Switch with pilot to show that the current is on.

G-E Tumbler Switch—a flip of the finger works it.

G-E Convenience Outlets sturdy for service. Plenty of outlets mean real convenience.

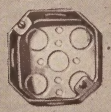
It will last as long as your house—

When the electric wiring system is built into your walls, see that it is built to stay. The difference in cost between G-E and unknown wiring materials is less than one-tenth of one per cent of the cost of the house. And the G-E wiring materials will last as long as the house stands.

Don't just look at the price and sign the contract. Insist upon knowing the quality of the materials to be used—wire, the cable, or—the conduit—the outlets and the switches. It is not a matter of technical mysteries, but as important for you to specify as the color of your walls. Insist upon G-E materials throughout your entire wiring system, and you know from your experience with other General Electric products that you have quality throughout. Study the plans. And specify G-E.

No. 3 of a two-color series in the Saturday Evening Post 7,000,000 will see it!

G-E Outlet Boxes mean protection inside your walls.



In big buildings, G-E Conduit and Code Wire serve unfailingly.

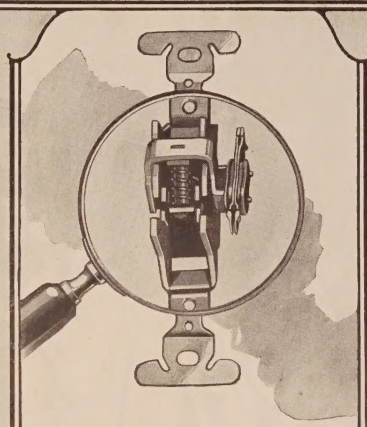
G-E BX Cable is the flexible armored wire for permanence.

GE WIRING SYSTEM

—for lifetime service

GENERAL ELECTRIC

work for You!



A compression spring —for lifetime service

All through a G-E Wiring System, there are points of added strength and greater efficiency that mean more service—and less servicing.

One important point of long life is the *compression spring* inside a G-E Tumbler Switch. Flip the switch—the spring is compressed for a moment, and then freed. This spring is normally free—never under tension except at the moment of use. It is made of the best music wire obtainable. And it insures positive action—long life—years of service from a G-E Tumbler Switch.

ON the opposite page is the third of a series of ads running *in color* in the Saturday Evening Post. These ads are selling your public the idea of paying you a few dollars more for an adequate wiring job—and for G-E quality.

You are the one to whom the public will turn for the installation of a G-E Wiring System. Be ready! Identify yourself as a contractor qualified to install a G-E Wiring System by putting the jumbo ad in your window. Send for—and *use*—the booklets that tie in with the ads and help you to land the job.

Get the details from your G-E distributor and make this powerful campaign work for you.

WIRING SYSTEM
—for lifetime service

MERCHANDISE DEPARTMENT

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY MERCHANDISE DEPARTMENT BRIDGEPORT, CONNECTICUT

four
star
book
Kolman
1925

Let this new four star book help you sell

A MANUFACTURER publishes this Four Star Plan—but merchants made it. We pass it on to our agents, but we didn't "invent" it. Nobody invented it. It "grew" out of the experience of the most successful of thousands of store-keepers in the industry, in stores of all sizes, in all kinds of communities. We got it *from* our agents *for* our agents.

This new "Four Star Book"—just off the press—deserves a careful reading by everyone selling National MAZDA Lamps. If you're selling these lamps and didn't get your copy of this valuable book—write for it today, giving us your firm name. National Lamp Works of General Electric Company, Nela Park, Cleveland, Ohio.

NATIONAL MAZDA LAMPS

A GENERAL ELECTRIC PRODUCT

Seventy miles an hour through the night

The Limited speeds by with a roar—and cutting the way through the darkness is a beam of light—brilliant, steady, straight. It comes from a powerful MAZDA lamp built to withstand the violent vibration without breaking.

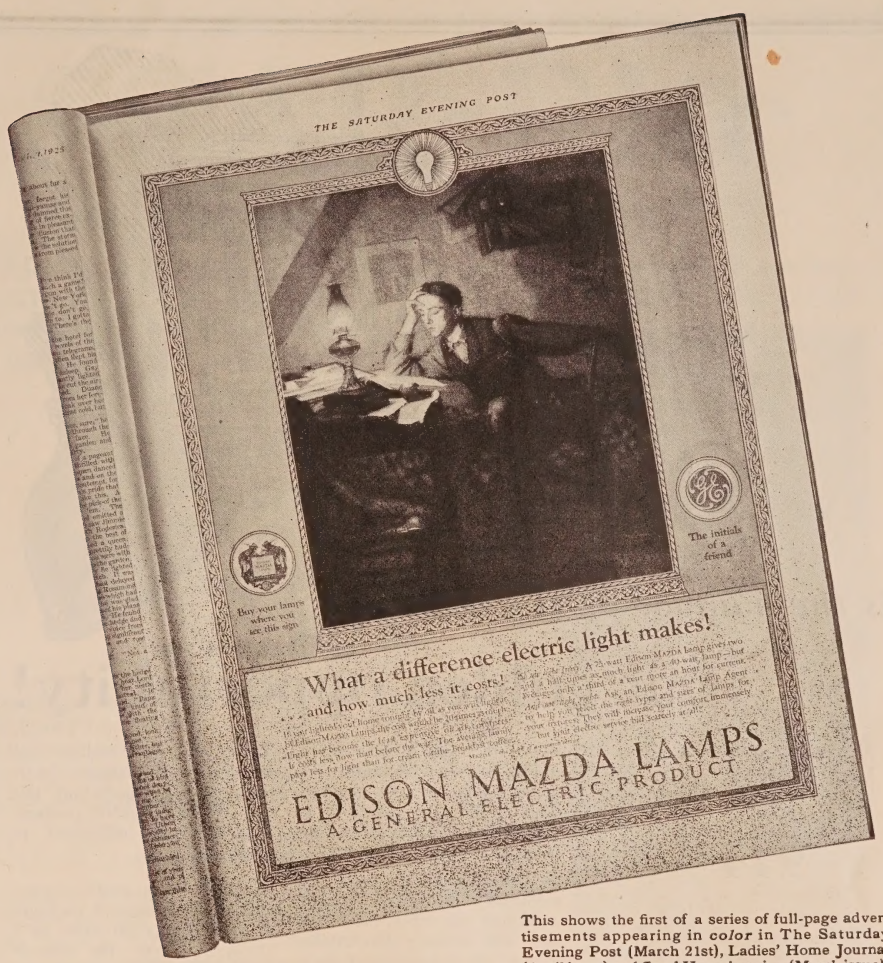
MAZDA SERVICE not only assists the development of lamps for hundreds of important special needs, but explores the world for new ideas on incandescent lamps, and works out, in the Research Laboratories, the scientific developments that have already brought modern lighting to such high efficiency. The benefits of this research are given to those incandescent lamp manufacturers entitled to use the symbol MAZDA on their lamps. And only the manufacturers so served may use the MAZDA mark.

Making a filament of tungsten, that can withstand violent vibration—mounting it for strength and concentrated brilliancy—aiming its beam—finding a cement to hold the glass in its brass base under any vibration—these achievements are embodied in headlight lamps marked MAZDA.

MAZDA

THE MARK OF A RESEARCH SERVICE

RESEARCH LABORATORIES *of*
GENERAL ELECTRIC COMPANY


THE SATURDAY EVENING POST
Buy your lamps where you see this sign
The initials of a friend
What a difference electric light makes!
. . . and how much less it costs!
EDISON MAZDA LAMPS
A GENERAL ELECTRIC PRODUCT

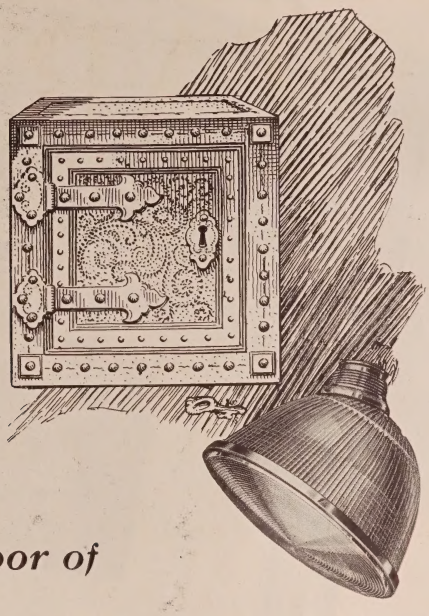
This shows the first of a series of full-page advertisements appearing in *color* in The Saturday Evening Post (March 21st), Ladies' Home Journal (April issue) and Good Housekeeping (March issue).

AGAIN—Norman Rockwell is working for Edison MAZDA Lamp Agents

Rockwell's painting has been made into a striking window display, so that Edison MAZDA Lamp Agents may reap full value from both the advertising and Rockwell's popularity.

EDISON MAZDA LAMPS
A GENERAL ELECTRIC PRODUCT

EDISON MAZDA LAMPS FOR QUALITY — EDISON COUNSEL FOR EFFICIENCY



944

is the number on the door of

your golden opportunity!

What

944

does

1. Delivers more light on the display.
2. Insures uniform illumination throughout the window.
3. Eliminates shadows.
4. Gives a whiter quality of light.
5. *Screens* the bright lamp *filament* at *every angle.*
6. Prevents glare and reflected glare.
7. Lights the transparent *sign* or valance as well.
8. Has good appearance.
9. Never depreciates.
10. Fits any standard 2¼ inch holder.

944 is the only total-enclosing display-window lighting reflector now on the market. This 200-watt reflector is HOLOPHANE'S newest triumph.

No other reflector meets the merchant's "long-felt want"—because no other hides the lamp and displays merchandise without the discomfort of glare to patrons.

Read "What 944 Does."

Then you will realize that merchants throughout your territory will eagerly buy this new HOLOPHANE product, and each sale will lead to others.

For immediate profits, order one or more standard packages of No. 944 (eight units to a package), from the nearest HOLOPHANE distributor. Write for descriptive literature and prices.

HOLOPHANE GLASS COMPANY, INC.
342 Madison Ave., New York City *Works:* Newark, Ohio
London Toronto Paris

HOLOPHANE

DIRECTS LIGHT SCIENTIFICALLY

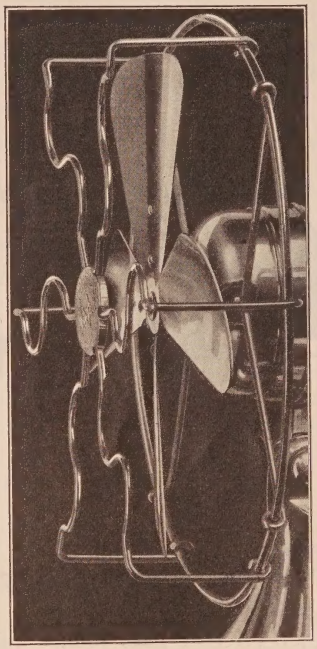
LIST OF HOLOPHANE DISTRIBUTORS

Atlanta, Ga., Fulton Electric Co., 65 No. Pryor Street
Baltimore, Md., Southern Electric Co., 9 South Gay Street
Boston, Mass., Wetmore Savage Company, 76 Pearl Street
Charlotte, N. C., Carolina States Electric Co.
Chicago, Ill., Electric Dev. & Equipment Co., 66 East Lake Street
Cleveland, Ohio, Electric Construction & Sales Co., 934 Prospect Ave.
Columbus, Ohio, Avery & Loeb Electric Co., 116 No. 3rd Street
Detroit, Mich., Electrical Specialties Co., 325 State Street
Hartford, Conn., Southern New England Electric Co., 103 Allyn Street
Jacksonville, Fla., Holt Electric Company
Kansas City, Mo., Columbian Electric Co.
Los Angeles, Calif., The Electric Corporation
Los Angeles, Calif., Pacific States Electric Co., 236 So. Los Angeles St.
Milwaukee, Wisc., Julius Andrae & Sons Co., Bway & Michigan Street
Minneapolis, Minn., Northland Electric Supply Co., 217 No. Third Street
Newark, N. J., Tri-City Electric Co., 92 Lafayette Street
New Orleans, La., Wesco Supply Company, Julia and Constance Sts.
New Orleans, La., Woodward-Wight & Company
New Haven, Conn., Hessel & Hoppen Company, 36 Crown Street
New York City, N. Y., Aloha Electric Company, 155 West 30th Street
New York City, N. Y., E. B. Latham & Company, 550 Pearl Street
Oakland, Calif., Pacific States Electric Co., 210 12th Street
Philadelphia, Pa., Rumsey Electric Company, 1007 Arch Street
Portland, Oregon, Pacific States Electric Co., 62 North 5th Street
Providence, R. I., Union Electric Supply Co.
San Francisco, Calif., Pacific States Electric Co., 575 Mission Street
St. Louis, Mo., Brown & Hall Supply Company, 1504 Pine Street
St. Louis, Mo., Wesco Supply Company, 7th and 8th Sts. and Clark Avenue
Seattle, Wash., Pacific States Electric Co., 570 First Ave., So.
Spokane, Wash., Pacific States Electric Co., 122 Lincoln Street
Springfield, Mass., Wetmore Savage Company, 46 Hampden Street
Utica, New York, Langdon & Hughes Electric Co., 233 Elizabeth Street
Waterbury, Conn., Southern New England Electric Co.

STAR-Rite

The Fans That Sell on Sight

STAR-Rite Fans have proved their enduring quality through service—the STAR-Rite Ideal is known through national advertising. The service, appearance and prestige of STAR-Rite sell fans on sight



This Big, New

7-inch

STAR-Rite Fan

at only

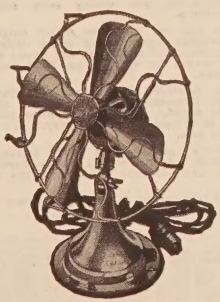
$5.95

In Canada $7.50

This is the sensational leader of the line—a fan that will make fan history—and make it quick. It has set a new standard of fan values. It is a genuine STAR-Rite built fan—not a plaything—but a real fan built to give real hot-weather comfort in home or office.

A special blade-pitch insures as great a volume of cool air as you'd expect from an ordinary fan of larger size.

A staunch, powerful motor, operating on alternating or direct current, highly polished nickel finish, strong blade guards, rubber protected base and hard-rubber speed-control lever. Height over all 10⅜ in.



10-in. Oscillating Fan Retails at $15.00 In Canada, $18.50

10-inch Oscillating Fan $15.00. In Canada $18.50

The largest of the STAR-Rite Fans giving a powerful stream of cool fresh air. Three-speed hard rubber rheostat control—felt padded, drawn steel base—heavy wire blade guards—A.C. or D.C. current—dependable oscillating mechanism.

8-inch Straight Fan $9.00. In Canada $11.00

Characterized by the same excellence of construction and enduring service as the 10-in. oscillating fan, but in straight model.

10-inch Straight Fan $10.00. In Canada $12.25

The same in detail as the 10-in. oscillating fan but made without the oscillating mechanism.

THE FITZGERALD MANUFACTURING COMPANY
TORRINGTON, CONN.

Canadian Fitzgerald Company, 95 King Street East, Toronto, Ont.

Fireside Monologues

A Series of Twelve Points of View— Number Nine

Her Husband speaks—

EVERYBODY likes John. He's the sort of fellow who gets along anywhere—a good citizen, a good neighbor, plus plenty of common sense. We visited them the other night.

"How do you like our new electric fire," he burst out, almost as soon as we were seated at dinner. "Yes, I said 'fire,' because that's what it is. None of your pettifogging electric radiators this time. We always wished for a good blaze in that fireplace of ours, and now we have something mighty near it. 'Glolog'—that's the name. Just the most natural pile of logs I ever saw and they glow real cheerfully, when the 'juice' is on. But the beauty of the thing is, it gives real heat. Just ideal in the spring and fall when the steam heat takes a few weeks off. And the cosiest, cheeriest outfit I ever struck for winter evenings."

"Well, John," I chipped in, "it's certainly evident somebody has you sold." John hates to be sold!

"That's where you're wrong," he snapped, "it's the log itself."

We Ourselves Speak—

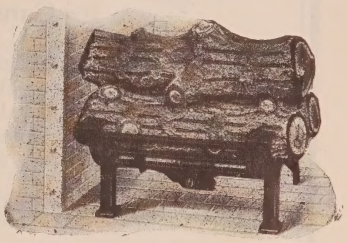
In a series of 12 viewpoints we are telling you the story of the "Glolog" from the "outside"—the way your customers, dealers, or jobbers look at it.

The rest is between ourselves!

We've tried and we've succeeded in producing an electric heater that meets an immediate popular demand. The market is practically unlimited, since nearly 99% of the homes and apartments built since the war have had fireplaces.

And that Glologs can be sold to this market has been amply proven by the remarkable success reported by progressive dealers and jobbers in leading cities, from one end of the country to the other.

The margin of profit on every Glolog sale is large—larger than you usually get on such appliances. The potential business in wiring and installation is larger still. Furthermore, there are real possibilities in the selling of complete Glolog installation for new apartments, homes and hotels in your territory.



And here's a summary of facts—

1. Nearly 99% of apartments and houses built since the war have fireplaces—all live prospects for GLOLOGS.

2. The margin of profit on GLOLOGS—is larger than on most other electrical appliances.

3. Installation and wiring earn substantial extra profits.

4. You can sell "big" to realty corporations and builders since wiring costs little during construction, and architects can figure a worthwhile saving by eliminating flues and heavy falsework.

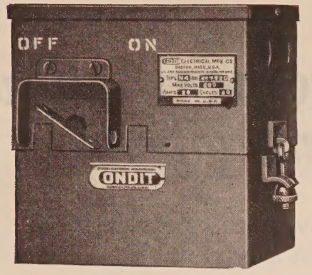
5. The GLOLOG Merchandising Plan, with folders, literature and an unique miniature window display, has built up sales more than 400% in a year in one big city. It's waiting to help you.

6. There's no waiting for deliveries of GLOLOGS. Ample stocks are on hand at the factory and—jobbers throughout the country.

Write us so we can get down to facts and figures

GLOLOG

Strait & Richards, Inc.
Manufacturers
Fabyan Place and Selvage Street
Newark, N. J.
Atlantic-Pacific Agencies Corp.
Western Distributors
Rialto Bldg., San Francisco



Type N-4

"WELL, here I am at last, old Safety Sam Himself, with most of the grease wiped off my mug so's you'll reckernize me th' nex' time. Hope you ain't disappointed.

"Y' see I'm jes' an ord'nary guy an' not much on the highbrow stuff, but, say, when it comes to switches I know my book, an' I don't mean maybe. Believe me, bo, the dope I been handin' ya is no bunk.

"Here's what I says, an' you can take it from me:

"Y' can buy a real he-man switch at a mighty low price. If y' pay less y'r lettin' yourself in for a peck o' trouble an' besides, it's doggone dang'rus. An' there's no need o' payin' more. Sure. Thermal cutouts if y' want them, too. N' say—the boss tol' me ter say this—

"The Condit N-4 Safety Switch is built for service and safety. It meets the rigid quality standards that the name Condit stands for. It is a remarkable high-quality switch at a remarkably low price. Write for price information.

"That's nothin' more than highbrow fer what I bin tellin' ya these months back. Either way, it's straight dope."

Safety Sam

"*Get in touch with Condit*"

CONDIT ELECTRICAL MFG. CO.

Manufacturers of Electrical Protective Devices

South Boston, Mass.

Northern Electric Company
LIMITED

Sole Distributor for the Dominion of Canada

7723

CONDIT

FEDERAL

NATION-WIDE SUPPLY POINTS *allow Warehouse Service at Factory prices*

IF you are going to handle a washing machine with certainty of service and renewals when necessary, the Federal should be your first choice

More than 16 years of success—more than 60,000 Federal washers in Chicago alone—the leading washer in 1500 communities; largely handled heretofore by affiliated lighting companies. Our new system of distribution offers the merchant an opportunity of handling profitably the Federal with convenient warehouse service and at factory prices.

Under this plan, quantity purchases are unnecessary. A single machine will be delivered from our nearest warehouse at regular factory prices.

The net price you pay for the Federal is no more than for most other makes that you would have to retail for $15 to $30 less.

The difference is extra profit for you.

The Federal Electric Company is one of the well-known group of Electric Lighting and Manufacturing companies operating under the management of Mr Samuel Insull.

Warehouse Service from these Factory Branches

BOSTON
NEW YORK
PHILADELPHIA
BALTIMORE
PITTSBURGH
BUFFALO
CINCINNATI
LOUISVILLE
INDIANAPOLIS
CHICAGO
MILWAUKEE
MINNEAPOLIS
ST. LOUIS
KANSAS CITY
NEW ORLEANS
OAKLAND
SEATTLE

Other Federal Products:

Federal Electric Cleaners
Federal Electric Signs
Electric Lanterns
Sirens Fuses
Bushings

FEDERAL

FAMOUS FEATURES *of the* FEDERAL
the DISTINCTIVE *electric washer*

THE Federal is unique—a washer apart from the field. It combines the superior washing agitation of the oscillating washer, with the perforated cylinder advantages of the cylinder washer. Appeals instantly to exponents of either of these leading washer types among your prospective customers.

Women are attracted to the Federal because of its beautiful white enamel finish, with blue trimmings, the absence of all visible moving parts, its simplicity.

In operation, it is absolutely quiet, no vibration. All parts are 25% to 100% overstrength; drop-forged cut gears, steel shafts and clutch. Machining is done to 2/1000 of an inch accuracy. Material the best that can be secured. Graphited bronze bushings used in all bearings, so that the machine needs no oiling, except the motor. Aluminum tumbler and wringer. Service is almost a negligible factor—a big item for you to consider.

The porcelain enamelled Table Top—a patented feature obtainable only with the Federal—has an instant appeal where space is at a premium—apartments, flats, small homes, etc.

The announcement in January of the new Federal Dealer Policy has been the outstanding sensation of recent electrical appliance history. You will get a new idea of washing machine possibilities for the retailer if you get in touch with us in person or by letter.

The Federal
with the patented porcelain enameled Table Top.
"6 days a kitchen table, 1 day an electric washer"

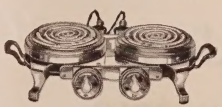
Federal Electric Company

Household Appliance Division

8700 So. State St.
Chicago, Ill.

Cook *from a* Lamp Socket

Everhot Electric Appliances



Everhot Electric Table Stoves $5.50 to $16.50

Everhot Electric Irons, $6.50.

Everhot Reflector Heaters, $7.50 to $10.

Everhot Electric Curling Irons, $1.75 to $3.00.

Everhot Electric Drying Combs, $2.75 to $3.00

Everhot Hair Beauty Sets $5.00.

Everhot Electric Soldering Irons, $2.75 and $3.25.

Everhot Electric Percolator Combination, $8.85.

Prices slightly higher in the extreme West.

THE first smashing broadside in the campaign to teach America how to "Cook from a Lamp Socket" appears in a two-page, two-color spread in Collier's for April 18.

It will be followed by other two-color pages in Collier's and by pages and half-pages in Good Housekeeping and Woman's Home Companion.

Four million homes every month will get this message of a new and better way to cook.

"Cook From a Lamp Socket" in a phrase, forecasts a huge new field of sales for Everhot Electric Cookers.

Included in the campaign are Everhot Electric appliances — which are making such rapid strides in all sections.

Watch for the opening advertisement in this campaign. Write for details of the effective Everhot sales campaign.

THE SWARTZBAUGH MFG. CO.
(Formerly The Toledo Cooker Company)
1502 Bancroft St., Toledo, Ohio
Manufacturers of Appliances for the Home since 1884

Everhot
Electric Cooker

"What Kind of a *Heating Element* Does It Have?"

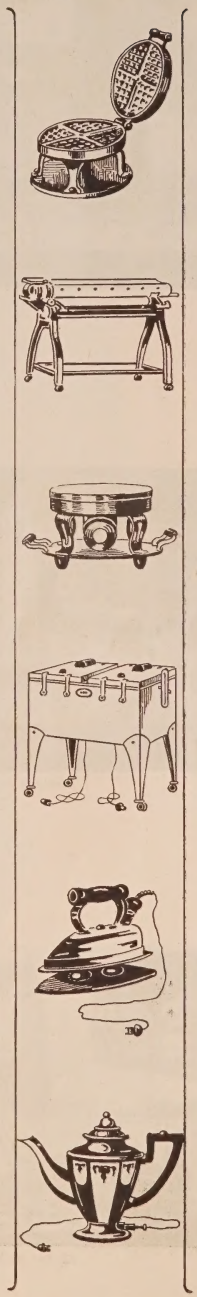
EVERY DAY more people are asking questions when they go to buy heating appliances. They are asking, "What make is it? What kind of a heating element does it have?"

And if you can come back with the positive answer, "Why, that waffle iron has a Chromalox heating element, an element that we know won't burn out or blow out or break down under the hardest service," then you have satisfied your customers on that point. It doesn't matter whether you are a manufacturer or a jobber or a dealer, the same thing applies right down the line.

We might talk about the construction of the element, tell you how it is made, tell you about severe tests that it has stood. But besides the element doing a good job in a heat-making way, you want to know if there's any money in it for you, if it is really profitable to make and sell appliances that have Chromalox heating units in them.

There should be proof sufficient in this fact, that a number of the foremost manufacturers of the country have adopted Chromalox heating units for their appliances. Would you be interested in having some of them tell you? We do not make any appliances, but if you'll but write us we will gladly put you in touch with the manufacturers of the following appliances who equip them with Chromalox heating units.

Irons	Ranges	Strip Heaters
Ironers	Hotel Equipment	Car Heaters
Waffle Irons	Hot Closets	Metal Melting Pots
Percolators	Fireless Cookers	Laboratory Heaters
Table Stoves	Dryers	Glue Pots



EDWIN L. WIEGAND CO.
422 FIRST AVE., PITTSBURGH, PA.

TRADE MARK

CHROMALOX

HEATING ELEMENTS

REGISTERED

Always in the foreground

Myron Small's window

Joseph Berla's display

Kieffer Brothers' store

EVERYBODY who was in Syracuse during the New York State Fair last fall saw store window after store window full of striking displays of Eveready Columbia products.

Fairs are great feature events. Every wide-awake merchant ties right in with them. There's an Eveready Columbia fair running right now in the magazines and newspapers of America. Stage a window display of Eveready Columbia products and tie in with this advertising that never stops. Connect up and start it working for you.

When you order Eveready Columbia products from your jobber, be sure to order window display material.

Manufactured and guaranteed by
NATIONAL CARBON COMPANY, INC.
New York San Francisco
Atlanta Chicago Dallas Kansas City
Canadian National Carbon Co., Limited, Toronto, Ontario

EVEREADY COLUMBIA Dry Batteries
-they last longer

New—A light weight oscillator

Now comes a new departure in oscillators. One that you can offer your trade as the greatest value on the market at the price and still net a wide margin. One man can deliver it.

After it's sold there's no worry about servicing. Laundrola is built to endure years of hard use. Your repair man will grow fat for lack of work.

This amazing light weight oscillator is big family capacity. Takes very little floor space. Needs no floor anchors. No rivets in the tub. And best of all, it has the famous Meadows Wringer that has never been sold with any but the highest priced machines.

See the next three pages and then clip and mail the coupon for surprising facts. We have a proved department sales plan that will make you money.

THE MEADOWS MANUFACTURING COMPANY
Bloomington, Ill.

Supreme among electric oscillating washers

Clip and mail this!

The Meadows Manufacturing Co., Bloomington, Ill. E. M. 3-5

Please send us full information about

..... Laundrola ..... Meadow Lark

..... Master ..... Greyhound

and your plan of handling department sales.

Name .....

Address .....

Meadows is the only line that offers you four distinct types of washers, each one of which is at the head of the class. The Greyhound rounds out this line as the finest oscillator built. Like all Meadows machines, service on it is reduced to the point where practically every nickel of profit on the original sale remains profit. Let us prove this to you.

Never before have you had such an opportunity offered you. The coupon on this page is worth thousands of dollars to you. Use it. Send it now for facts that will convince you.

An Unbreakable Reflector of Maximum Efficiency

Silverlite Reflectors are *all metal* —pure copper electrolytically deposited on pure silver.

They cannot break, crack or peel.

Their high efficiency is due to two factors—

No. 1. Pure silver, not an alloy, is used for the reflecting surface.

No. 2. Light absorption is at a minimum because of light not having to pass twice through a glass form.

Let us send you complete information about this wonderful new line of all metal reflectors

I. P. FRINK Inc.

24th Street and Tenth Avenue, New York

Chicago, Ill.
Boston, Mass.
Detroit, Mich.
Cincinnati, O.
San Francisco, Cal.
Cleveland, O.
Portland, Ore.
Washington, D. C.
Seattle, Wash.
Buffalo, N. Y.
Birmingham, Ala.
Philadelphia, Pa.
St. Louis, Mo.
Atlanta, Ga.
Pittsburgh, Pa.
Los Angeles, Cal.

Canada

Associated with the Robert Mitchell Co., Ltd., 64 Belair ave., Montreal.

Three Silverlite units are now ready.

Each has instantly adjustable neck that makes alternate use of 75, 100 or 150 watt lamps possible, without the use of extra fittings.

E-2 For use in high narrow windows.

E-5 For lighting through glass ceilings and other special purposes.

E-4 For use in low deep windows.

SILVERLITE

Globar heating element used by many manufacturers covering a wide field of application

Globar is now looked upon as a pronounced advancement in electrical appliance heating possibilities and accordingly is being endorsed by many manufacturers covering a wide field of application. Globar is most simple to install because it is non-inductive and regardless of length requires supports at its contact ends only. Globar can be easily mounted in any desired position and opens the way for manufacturing economies of a worth while nature. Globar has an unusually long life and greatly decreases the servicing ordinarily required and replacement difficulties. Globar radiates heat from the element only. Globar, because of its construction converts the electricity consumed into greater and more efficient heat.

Globar has a range of working temperature from 50° to 2500° F. Operates on A.C. or D.C. Globar non-metallic elements are mechanically strong and rigid, even in maximum lengths. Globars are of strict uniformity, regardless of sizes or quantities purchased. Greater "Watt" capacity can be obtained in a given space. Globars will better your products.

AMERICAN RESISTOR COMPANY

Milwaukee, Wis.

BRANCH OFFICES:

Philadelphia
917 Packard Bdg.

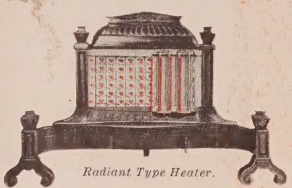
Los Angeles
802 Title Insurance Bldg.

New York
46 Dey St.

FOREIGN:

Kummler & Matter
Aarau, Switzerland

British Resistor Co.
Aintree, Liverpool, England

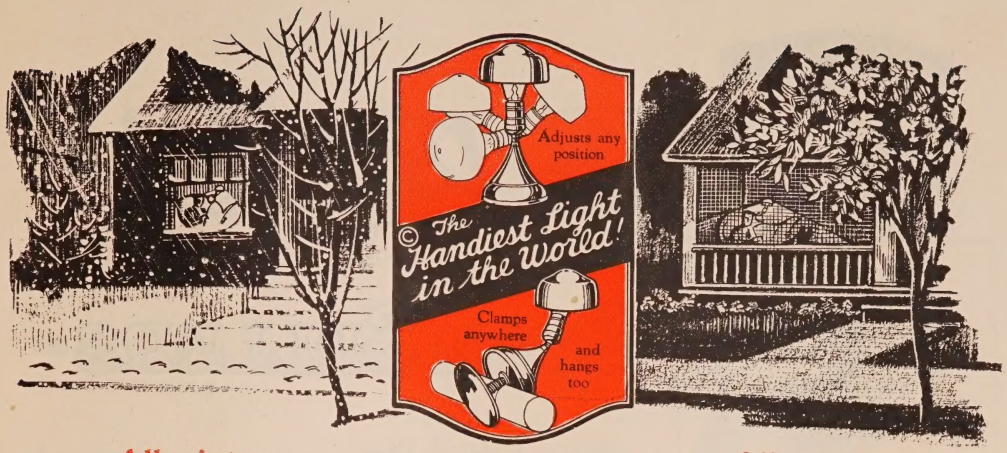


Radiant Type Heater.

Globar
TRADE MARK

Our Engineering Department is ready to serve you. Submit your heating problems to us. Bulletin on request.

Globar is to heat what Tungsten is to light



All winter *All summer*

Everybody needs a light every month of the year

There is no closed season on Clamp-o-Set sales. Your profits will keep right on coming all spring and summer if you keep right on displaying Clamp-o-Sets properly

These are self-evident selling facts—consider them:

1. Whether it's summer or winter, light is just as necessary when night falls.

2. People desire a light of their own to use as they like all the year round because of its usefulness and the pleasure it gives.

3. Your Clamp-o-Set display will bring that desire to life just as quickly and as surely in summer as in winter.

4. And, remember this—far more people are out walking and window shopping in spring and summer than in winter—more people to see your Clamp-o-Set display unhurried by the cold.

Keep your Clamp-o-Sets properly displayed on counter and in your window and you will make sales right on through the summer:

What dealers are doing

Combination window sells 20 Clamp-o-Sets in a day.

A display of Clamp-o-Sets with other goods sold 20 Clamp-o-Sets in one day for the Ernst Hdwe. Co. of Seattle, Wash.

Window display sells 204 Clamp-o-Sets.

Levy's Reliable Electric Co. of Knoxville, Tenn., put in a Buss Clamp-o-Set window. A professor of the University of Tennessee saw it and now the University has 204 Clamp-o-Sets in use in their laboratories.

Sells 120 Clamp-o-Sets in 47 7days.

Small, but constant display, on counter and in window is all that was done. Isn't any wonder that the Artcraft Light Shop of Washington D. C. is an enthusiastic Clamp-o-Set booster.

Small store in Ohio town sells 132 in 120 days.

W. D. Coulter Co. of Lakewood, Ohio, averages more than one Clamp-o-Set a day. No special effort. Just a counter display and now and then a Buss window. That's all. That's enough.

If you haven't received the Clamp-o-Set window display set, or the Clamp-o-Set metal demonstrating stand, get them now and set them to making money for you too—Bussmann Mfg. Co., St. Louis, Mo.

BUSS Clamp-o-Set

The Handiest Light in the World

BETSY-ROSS 6 Lbs.
LIST $3 75
Made of best materials money can buy. Guaranteed for one year.
BOUDOIR 3 1/2 Lbs.
LIST $3 50
The iron for light work. Guaranteed for one year.
BABY-BETSY ROSS
1 1/2 Lbs. $3 30
For traveling purposes can easily be packed in a bag. Guaranteed for one year.

"Betsy Ross"

REG. U.S. PAT. OFF.

-STAR SELLERS-

Why Our Dealers Are Doing Good Business

Your banker will tell you that merchandise selling at popular prices is the merchandise the public is buying. Betsy Ross Appliances are top-notchers in this now favored class. There is no sales lagging, bankers find from talk with retail business men, when goods priced like these are displayed for sale. Betsy Ross appliances are all guaranteed and made with material and workmanship that assures you a line you can recommend.

Write for our

Dealer Relation Method

that insures turn-over
with little initial
investment

CENTRAL FLATIRON MFG. CO, INC.

GEN. OFFICES — JOHNSON CITY N.Y.

NEW YORK OFFICE - 200 FIFTH AVE.

AEROBELL ELECTRIC VACUUM CLOTHES WASHER

TODAY!— Start Building a Profitable Aerobell Business With the Aerobell Merchandising Plan

HERE is a plan that will start an Aerobell business for you — that will sell Aerobells for you during *your first month* as an Aerobell dealer.

This same plan builds business, too. It gives you a chance to grow with one of the biggest and fastest growing companies in the washing machine industry.

The Aerobell Merchandising Campaign advertises the Aerobell so attractively and so effectively, linking your name permanently with the Aerobell, that it creates a lasting favorable impression in every prospect's mind—an impression that paves the way for many, many, profitable sales for you.

In this campaign you and your business are spotlighted. It is *Your own* advertising.

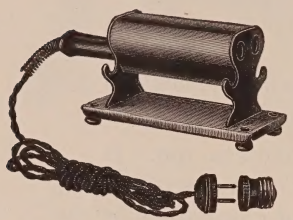
No matter what washer you are now handling, it means money in your pocket to get full details of this unusual plan.

NOW!—Write for it.

THE FOOTE-BURT COMPANY
13009 St. Clair Ave.
Cleveland, Ohio

LOW PRICE — QUICK TURNOVER

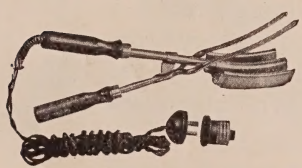
Good Profit—100% Backing



Gold Seal Curling Iron and Marcel Iron Heater

Every woman who dressses her own hair and every beauty parlor table needs one of these clean, lightweight heaters. At the price, it will be a consistent seller.

Individual Size.....List $2.50
Professional Size.....List 3.00



Pat. Mar. 3, '25

New Marcel Waver—A Fast Seller

Another one that most women want—and all can afford. Gives a perfect marcel in five minutes. Nichrome heating element, for durability. Ebonized handles. Highly nickeled finish. A good leader.

List Price $2.50

A New Hair Dryer

Without the Gold Seal Hair Dryer, your line of dressing table and beauty parlor appliances is not complete. Here is an efficient and low priced dryer that dries either long or bobbed hair as easily as brushing it—and without any draft. Well made and light in weight. This is an item you should feature. Get your stock now.

List Price $2.50

Gold Seal prices are low—very low for the real value of the appliances.

Gold Seal prices are kept low to attract business to you—to give you a line that moves rapidly.

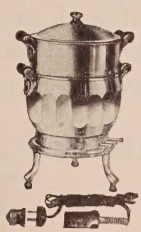
But—Gold Seal Appliances are not "cheap" in any way. The business you get with Gold Seal price will be held by the honest service Gold Seal appliances give. We, as manufacturers, are back of every item 100%. All Gold Seal appliances are guaranteed for two years.

And last—our jobber-dealer policy and discounts are generous.

Electric Sauce Pan

Gold Seal regularly offers you new and useful specialties to attract trade to your store. Here's another one—the Electric Sauce Pan. The market is unscratched.

Single Heat .....List $3.75
Adjustable Heat .....List 4.00



Electric Double Boiler

The Gold Seal Electric Double Boiler is the most popular of all kitchen utensils. At the low price, it will be a wonderful seller.

Popular Size (single heat).....List $4.00
Popular Size (adjustable heat).List 4.25
Large Size (adjustable heat)...List 4.50

Taper Spout Percolator

To meet the demand of the most exacting. Well made in every way. Begins percolating in one minute. A good staple appliance.

List Price $5.00

Urn Type Percolator

For those who want the very best—in appearance as well as operation. Every woman wants one for her buffet or serving table—and the price puts it within reach. Percolates in one minute.

List Price $6.50

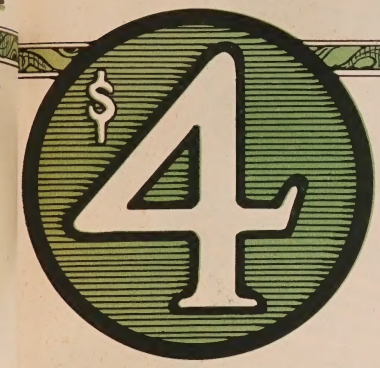
Gold Seal Electric Hair Straightener

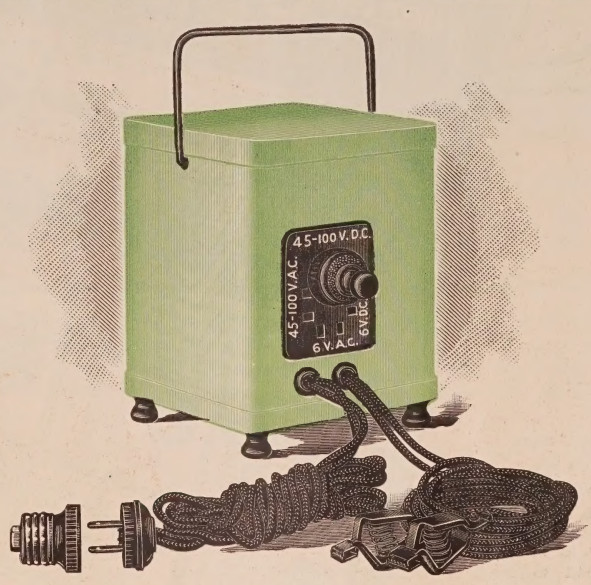
Every colored person will buy on sight. Does the job effectively, easily and cheaply. Display this item for the colored trade. It will go big.

List Price $2.50

Low Price—Quick Turnover—Generous Discounts—Fully Guaranteed—A line that will shortly consist of more than fifty fast selling appliances—All these will combine to make Gold Seal a real profit builder for you. Write now for information and discounts.

CHARGALL





We'll leave it up to you. Will a tube type battery charger listing at $4.00 be a big seller? Do people want a reliable quality-built charger *at a price?*

We believe they do, and in accordance with our policy to always produce honest, reliable appliances at the lowest possible price, we are announcing a

UNIVERSAL BATTERY CHARGER

Chargall, as the name indicates, operates on either A.C. or D.C. and on any cycle, and charges A or B batteries. Bulb type, using standard Rectigon tube. It is made in both 2 ampere size ($4.00 list) and 5 ampere size ($6.00 list.) These prices do not include bulb.

We assist you to procure tubes for these chargers. A well-built, reliable charger, safe, silent, and efficient in operation. Its price and quality will make it a leader for you.

Furnished complete with SAFETY FUSE, two color cord (red to indicate positive and black, negative,) clips for battery terminal connections, two-piece plug and six feet of cord.

Write now for discounts and name of nearest jobber of this low-priced, reliable charger.

All Gold Seal Appliances Guaranteed Two Years

THE GOLD SEAL ELECTRIC CO., 2110-2 Woodland Ave., Cleveland

Export Department: 130 W. 42nd St., New York City

Gold Seal Appliances

Easiest Selling— —Most Profitable..

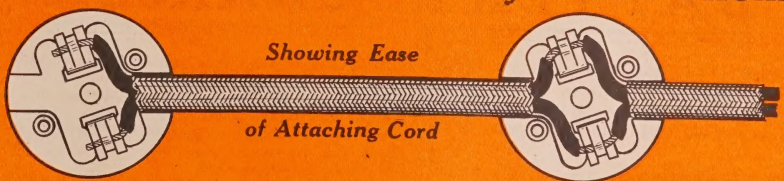
Get

Attach your own Convenience Outlets Just where you want them
Install them Yourself with a Knife and Screwdriver
For YOUR LAMPS and APPLIANCES
50¢
MAKE YOURS A COMPLETELY WIRED HOME
Eliminate the danger and nuisance of long loose wires on the floor to your lamps, by placing one of these "handy convenience outlets" on the wall near your lamp. Place one or more in every room in the house for greater comfort and convenience in using all your appliances and lamps.
PAT. PENDING ON THIS DEVICE. COPYRIGHT PENDING ON THIS DISPLAY.
Method of Attaching to use as a "Cord Extender"
BEAVER UTILITY CORD TAP
A Triumph for Convenience
BEAVER MACHINE & TOOL CO., Inc. Newark, N. J.

Every 10 "taps" packed on

handsome 3 color easel all "wired up," i.e., two of the "taps" actually fastened to cord and attached to the easel, so anyone can understand at a glance.

DISPLAY THEM and They'll Sell Themselves



Showing Ease of Attaching Cord

Don't Write—WIRE Your Jobber *NOW!*

or our nearest office or representative

Branch Offices

CHICAGO, ILL.
208 No. Wells St.

SAN FRANCISCO, CAL.
1066 Mission St.

LOS ANGELES, CAL.
1354 South Hill St.

CLEVELAND, OHIO
1531 West 25th St.

PHILADELPHIA, PA.
Craven Electric Sales Co.,
30 Bank St.

PITTSBURGH, PA.
H. Lee Reynolds Co
Oliver Bldg.

DETROIT, MICH.
Popkin Brothers,
Madison Theatre Bldg.

Sales Representatives

ST. PAUL, MINN.
Robinson & Bell,
2362 University Ave.

DENVER, COLO.
Laughlin-Gilmer Co.,
26 Iowa Building

ST. LOUIS, MO.
L. E. Jacques,
5553 Vernon Ave.

KANSAS CITY, MO.
O. J. Rollert,
1011 East Fifteenth St.

BOSTON, MASS.
David B. Kopp,
12 Pearl St.

BUFFALO, N. Y.
Guy V. Carpenter,
210 Pearl St.

DALLAS, TEXAS
United Supply Co.,
529 So. Ervay St.

LOUISVILLE, KY.
Electrical Sales Co.,
Kenyon Building

ATLANTA, GA.
Lewis L. Barnes,
Station "E"

GREENSBORO, N. C.
L. R. Pierson,
120 North Elm St.

BEAVER MACHINE & TOOL CO., Inc. **Newark, N. J.**

BEAVER
The Switch Without a Hitch

this idea!

A Convenience Outlet that anyone can install, anywhere. No outlet box needed!

We call it

UTILITY CORD TAP

Cat. No. QLI

This newest BEAVER TRIUMPH is simplicity itself. Anyone with a knife and screw driver can attach them to a length of cord and then screw to the wall at the point where a convenience outlet is desired.

They can be attached to the end of a cord or to any intermediate point, one or several tapping off the same cord. One end of the cord taps the house current where available, but the "Utility Cord Taps" are placed *just where they are wanted,* the lamp cord being neatly stapled to the surbase as is the phone wire.

Each is packed in an individual carton with screws for fastening to either wood or plaster. The carton has printed and illustrated directions for the 3 ways of using this "Utility Cord Tap."

Figure the thousands of people in your own neighborhood who have read national advertising about "convenience outlets"—but who can't afford to put in the standard flash type with concealed wiring!

They can afford these. They'll buy on sight!

But—Best of all, selling cord taps immeasurably helps the sale of all portable lamps, appliances, etc.

Display Utility Cord Taps near your lamps. The graphic easel does all the explaining and most of the selling. Let your customers VISUALIZE this convenient means for feeding another lamp that otherwise might not be purchased.

And Don't Forget the BEAVER Extra Taps

If the cord that feeds the Utility Cord Tap is to feed out of a convenience outlet already in use, sell a BEAVER EXTRA TAP—also.

Sell Beaver Xtra Taps with the Utility Cord Tap. This display easel belongs on your counter next to the Cord Tap Display illustrated on the opposite page. They are a great pair for sales re-doubling. Get both quick, and then keep them together.

REMEMBER—When ordering Xtra Taps the counter display is automatically shipped with the goods.

SPECIAL NOTICE—:

This UTILITY CORD TAP is NOT offered as a substitute for flush convenience outlets. The contractor should always install flush receptacles, if the customer will pay for them. We are receptacle manufacturers ourselves. This Cord Tap is only offered as an over-the-counter item to those who can't afford an installation of standard flush receptacles. Always sell 16 gauge cord with insulated staples and, if possible, the small size armored cord.

Cat. No. LAI

For Your Extra Lamp or Appliance
BEAVER XTRA-TAPS
Let Two Lights Glow
Where only one glowed before
Double the capacity of your single convenience outlet
for 50¢

BEAVER MACHINE & TOOL CO., Inc. Newark, N. J.

BEAVER
The Switch Without a Hitch

Looks—or value?

Due to our patented construction the Super-Marvel represents the greatest value ever offered in a violet ray instrument.

SUPER-MARVEL

RETAILS AT

$12.50

Super-Marvel No. 3

The instrument is equipped with three electrodes and is packed in a silk-lined carrying case.

The value represented in the Super-Marvel has taken the violet ray out of the specialty class and put it in that of the most profitable appliances.

If your jobber doesn't carry the Marvel line, write us for complete details.

Sturdy in Construction—
Dependable in Service—
Beautiful in Design—
Light in Weight

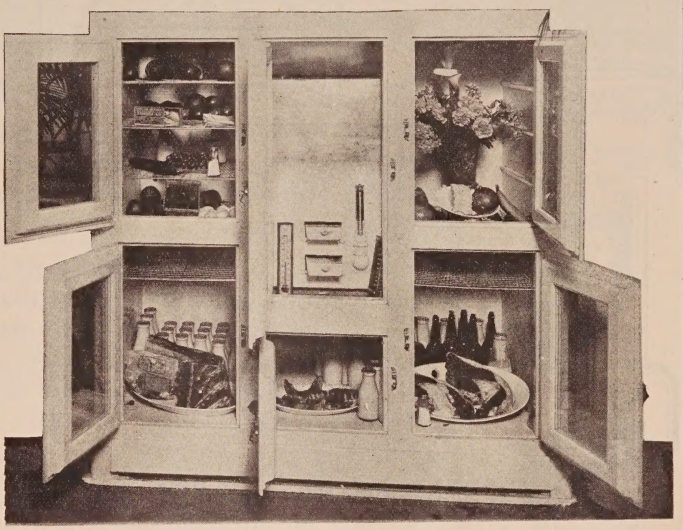
EASTERN LABORATORIES INC

225-229 EAST 38th STREET NEW YORK CITY

The Difference Between Looking at an Opportunity and Seeing it

ACCORDING to all trade predictions the large electrical devices—refrigeration particularly—are going to be the big sellers this year.

People know what electric refrigeration is. They are beginning to actively desire its cleanliness, utility and convenience.



You are *looking at* an opportunity now. Millions of wired homes and only enough electric refrigerators sold to acquaint the public with their use and create a demand for them. You can look, and look, and look and it will profit you nothing.

But if you *see* the opportunity, it means business to you, worth-while business in big units and carrying a good, healthy profit. It is well worth the sales effort to cash in on the swing to electric refrigeration.

Superior Electric Refrigeration is correct mechanically and electrically. It has back of it fourteen years of refrigeration manufacturing experience and is as nearly perfect as our experience enables us to make it.

Our present dealer organization is doing a very satisfactory business *from their standpoint* and you can do the same.

If you can *see* this opportunity and want to profit by it write to us now for our booklet and dealer plan. Don't put it off. Do it now!

SUPERIOR REFRIGERATION, INC.
WAPAKONETA, OHIO LIMA, OHIO

THIS year marks the Twenty-fifth Anniversary of The Lionel Corporation.

We extend our sincerest thanks to our patrons who have contributed so largely to our success, and who make us proud of our achievement in perfecting the line of Model Electric Trains and Railroad Accessories recognized as "Standard of the World."

This, our Silver Jubilee Year, will be made memorable by our new line, pre-eminently the finest ever produced, representing the culmination of experience gained through concentrated effort on one specialized product for a quarter of a century.

Literature and descriptive matter of the marvelous new 1925 line will be ready for mailing in the near future. Samples are on display at our permanent Toy Fair, occupying the entire sixth floor at 48-50-52 East 21st Street, New York City.

STANDARD OF THE WORLD SINCE 1900

LIONEL ELECTRIC TRAINS
MODEL RAILROAD ACCESSORIES
"MULTIVOLT" TRANSFORMERS

PRICES ALWAYS LOWEST CONSISTENT WITH QUALITY

The man you are looking for is in this group

—that is, if you want more of the profits which your business owes you. It is the work of these men to find the profit losses and stop the leaks where they begin.

If your original entry records are right, losses are stopped before they get started. The man to help you best must be well trained, experienced and represent the best maker of such original entry forms.

The men in the picture are the service men of the oldest and largest manufacturer of sales check books and other original entry systems, known as Amsaboco Products and made by American Sales Book Company, Limited, with factories in Elmira and Niagara Falls, N. Y. Its president is the founder of the sales book industry, and it has more trained and veteran field men than any other concern.

How Amsaboco Products Serve the Electrical Supply Man

YOU and every electrical supply man are interested in profits. At the end of last year wasn't there a difference in the profits you thought you would have and the profits you got? Where did they go? It is the work of Amsaboco Products to stop your losses where they begin.

A few of the many Amsaboco Products which have proved extremely valuable to the electrical supply man are listed below.

Sure-Trip Sales Books★—Triplicating books which insure delivery, getting the entry on the ledger and billing the purchaser every time. All slips joined together when removed from book. One slip always remains in the office while two duplicates go with the delivery (one to be signed by the purchaser and brought back to the store—the other to be left with the purchaser). The signed slip means acceptance of the goods and stops later claims.

Sure-Quad Sales Books★—Books providing four slips in one writing, thus giving an accurate check on delivery, charging, billing and statements.

E-K Trip (Improved) Books★—This is the largest selling and most popular triplicating sales book in the world. Issues two slips and retains one permanently bound. You can never lose a record if you use this book.

Wiz Register★—The new autographic register using "flatpakit." These tickets do not curl. Can be loaded in half a minute. One set of copies is automatically refolded for a checking strip and permanent file of every sale.

Let us describe these and other systems to you in detail—how they are saving electrical supply men thousands of dollars every year. Every order is made to order. Use the coupon below or write us fully enclosing forms you are now using.

★ An Amsaboco Product
REG. U.S. PAT. OFF.

©A. S. B. Co., Ld.

American Sales Book Company, Limited
Dept. 721-3, Elmira, New York.

Without obligation send me full information on the subjects checked below. Tell how they can save me money.

☐ Sure-Trip Books★ ☐ Sure-Quad Books★
☐ E-K Trip Books★ ☐ Wiz Register★

Name .....

Address .....

Electrahot quality, price, design means selling success

Electrahot Appliances have thru every season demonstrated their great sales-making value. The volume of dealers' sales is continually growing, which fact indicates that Electrahot Appliances are receiving general user approval. Customers are asking for Electrahot Appliances because they want quality, price, design and complete satisfaction. Electrahot Appliances have every worthwhile appeal. Now is the time to get acquainted with Electrahot — your business will benefit. All Electrahot Appliances are fully guaranteed. Write today for details of our complete line. We give real service at all times.

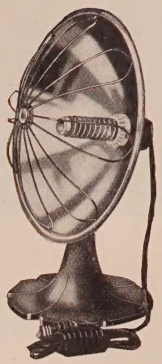
Electrahot

ELECTRAHOT APPLIANCES, INC.

Main Office and Factory:
301-307 Fifth Ave., Minneapolis, Minn.

Other Offices:

New York, 123 Nassau St.; Chicago, 645 Washington Blvd.; Western, R. M. Burton, Alaska Bldg., Seattle, Wash.; New England, G. M. Hathaway, 113 Lincoln St., Boston, Mass.; Dallas, Tex., United Supply Co.; Denver, Colo., Laughlin-Gilmer & Co., 300-B Suger Bldg.; Washington, D. C., Globe Wholesale & Distributing Co., 423 K St., N. W.



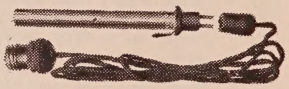
ELECTRAHOT Radiant Heater

Get your heater business going full blast with this highly perfected number. It opens the way to easy, profitable, volume sales. It is the biggest value ever offered. Back and base finished in dark green baked enamel. Operates on A.C. or D.C. Also finished in white enamel.
List **$5.00**

Heating Pad

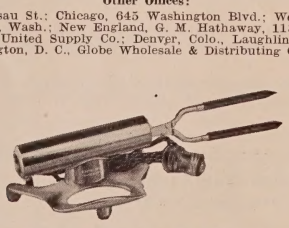
Ideal for the sick room. Guaranteed single heat element which operates on A.C. or D.C., controlled by two thermostats, making it impossible for the pad to overheat. 7-ft. cord with two-piece attachment plug.
List **$5.00**

We also make a Three Heat Pad. List **$7.50**



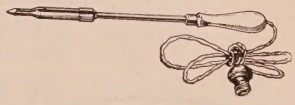
Immersion Heater

Convenient for sterilizing, for heating baby's bottle and water for the morning shave, etc. Well constructed, highly polished and nickel plated, with disconnecting plug at heater. 220 watts, 110-120 volts. No. E-90. List **$3.75**



Marcel and Curling Iron Heater

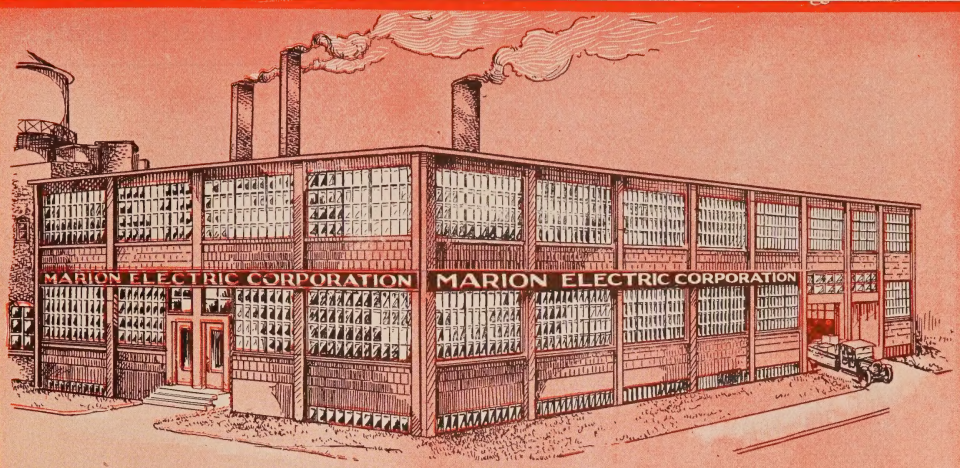
Electrahot now offers you a beautifully nickle plated heater, especially designed for use in heating marcel irons, and curling irons, either in the home or in beauty and hairdressing parlors. Rubber covered cord. The complete heating unit is mounted on a nicely designed base. 110-120 volts, 100 watts. Fully guaranteed. No. E-80. List **$5.00**



ELECTRAHOT Soldering Iron

For radio and home use

Electrahot soldering irons can be profitably featured. They are fully guaranteed against mechanical and electrical defects. You will find many sales for Electrahot soldering irons because they are designed and built to serve correctly. Write and get complete details at once. Be sure they are in your stock and on display.
List **$3.00**



An Interesting Announcement—

A NEW AND LARGER FACTORY

for

EV'RYDAY

Electrical Necessities

[*formerly "The* RED STREAK *Line"*]

THE policy of the Marion Electric Corporation has been approved by the trade and the buying public. Quality appliances at popular prices—backed by a capable and aggressive manufacturer—have made necessary a larger plant. The wide utility of these appliances justifies a more comprehensive name, hence "EV'RYDAY *Electrical Necessities.*"

A Real VOLUME Line

The demand today is for big value—merchandise of unquestionable quality at reasonable prices. EV'RYDAY *Electrical Necessities* take electrical appliances out of the jewelry store class and put them in the *fast-moving, rapid-turnover merchandise class.* No stock of electrical appliances is complete until it includes the EV'RYDAY Line.

We have an interesting proposition for jobbers and dealers—Write for it.

MARION ELECTRIC CORPORATION

MARION, INDIANA, U. S. A.

NEW YORK OFFICE, 1133 Broadway
CHICAGO, 128 North Wells St.
LOS ANGELES, 923 East 3rd St.
SAN FRANCISCO, 845 Monadnock Block.

INCREASE YOUR AVERAGE SALE WITH McLEAN DISPLAYS

Displays that sell while you are busy with a customer.

In planning installations for thousands of successful stores, we have learned how to increase the average amount sold to each customer. Our knowledge is yours to draw upon. Much of it is contained in our book for retailers, called "Merchandising Methods and Equipment."

On request, we will send you a copy of this book free. This book has proved so popular that we only have a limited number left. Better write today for yours.

W. B. McLEAN MFG. CO.
3049 Bigelow Boulevard, Pittsburgh, Pa.

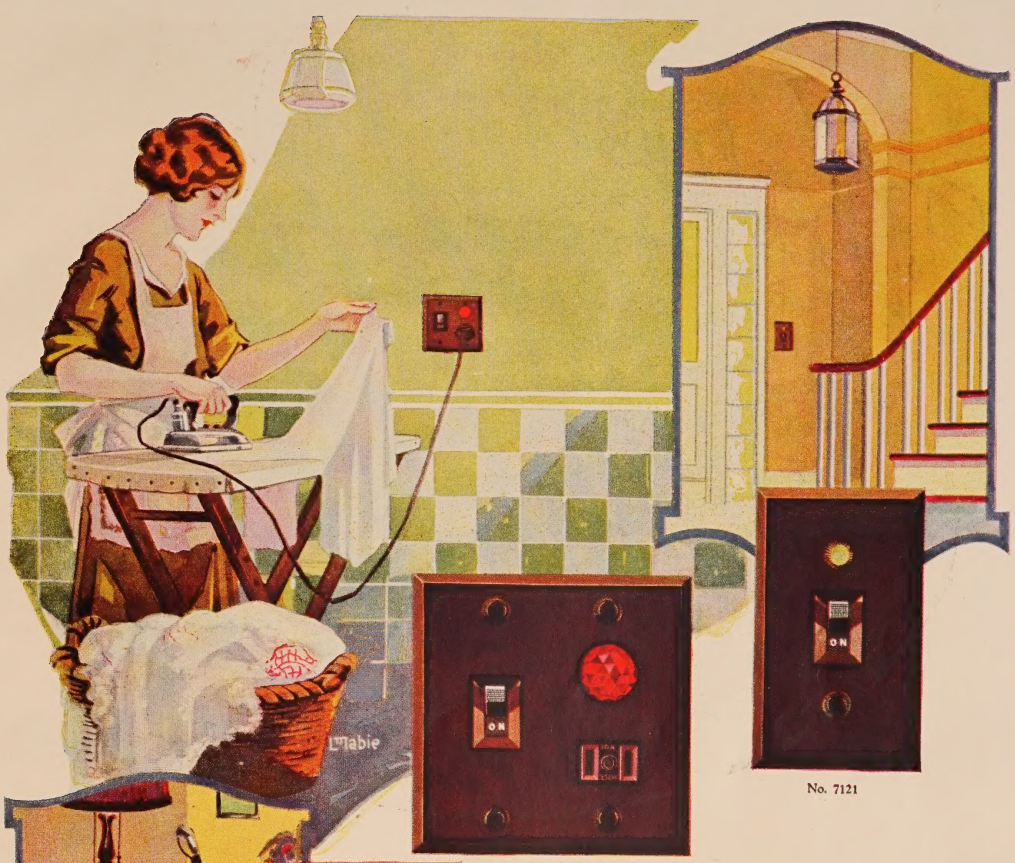
Find the smallest sale on which you make a profit.

YOU can figure it out quickly. Take the total of all your store expenses for a month. Divide by the total number of transactions as shown by your cash register. The result is the average cost of serving each customer. Any sale that fails to show more gross profit than your average cost *doesn't pay. But the small-purchase customer can be made profitable by inducing her to buy something additional.*

Suggestions made by clerks are sometimes resented, but good displays always arouse buying interest. With attractive displays in McLean Units you can increase your average sale.

Sale-making displays are easy to arrange in McLean Units. These showcases are designed to lead all eyes right to the goods. Though beautiful, McLean Units call little attention to themselves. But your goods — my, how *they* stand out. Made brilliant under genuine plate glass, which gives them lustre like a coat of fine varnish. And the strong contrast of the rich, warm, birch woodwork gives just the right background for displays.

McLEAN GOOD STORE FIXTURES



No. 7121

No. 6150

No. 990

No. 6145

Distinctively Different

are these new switch plates and convenience outlets of rich brown Bakelite in the "egg-shell" finish.

Connecticut-Bakelite plates with their soft tone adapt themselves either to the tidy kitchen or the cozy living room. They combine beauty and convenience with safety. All Connecticut-Bakelite plates are shock-proof.

A wide range of combinations can be had to suit individual tastes and requirements. A plate or unit for every purpose.

Ask the man who installs them

THE CONNECTICUT ELECTRIC MANUFACTURING COMPANY

MAIN OFFICE & FACTORY, BRIDGEPORT, CONN.

NEW YORK CHICAGO SAN FRANCISCO

CONNECTICUT "A-1" DEVICES

Marion

Breakfastette

You could search the world over and never find a better Toaster Stove for Profit, Service and Satisfaction.

List Price only $4.50

"Fries, boils, toasts—anything"
Cooking surface seven inches square.

A marvelous performer and profit maker.
Stock today—They'll move right away!

Other Nationally known Marion Electric Household Servants are:

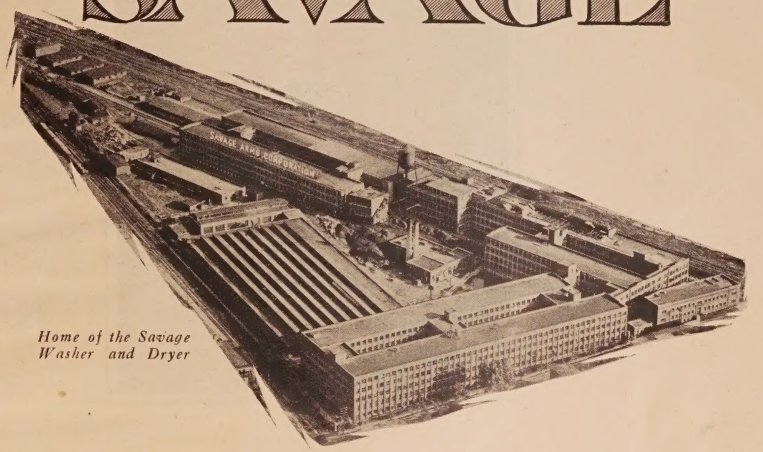
Irons	"Flipflop" Toasters	Radiators
Heaters	Table Stoves	Hot Plates
Ranges	Hot Tables	Urn Heaters
	Radiant Heaters	

SUCCESSFULLY MADE BY

RUTENBER ELECTRIC COMPANY, Inc.

General Offices and Factory: MARION, INDIANA

SAVAGE



Home of the Savage Washer and Dryer

An Idea and an Ideal

Viewed from the right perspective there is no secret in the remarkable growth of the Savage Washer and Dryer.

The principles of Savage rotary washing, and wringerless—centrifugal—drying were known when your father was buying Savage firearms, as a boy.

The adaptation of these principles, their development in the Savage has been the work of not one, but many experts, working steadfastly over a period of years, experimenting, testing, building, destroying—only to rebuild again.

Savage is not the thought, or ideas of a person, but of an organization. It is not the result of chance or guesswork, but the inevitable outcome of great organized concentration upon a single idea, and ideal—*to build the greatest home laundering machine in the world.*

How well it has done this is briefly outlined on the following pages.

You'll know it by its flat white table top—and absence of any wringer!

A Proved Product!

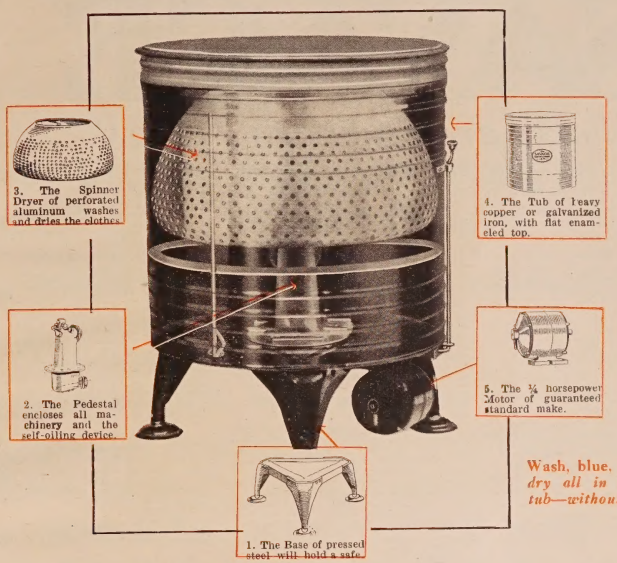
The most exhaustive laboratory tests conducted by all foremost Institutes, domestic scientists, household economists and engineers, coupled with accurate observation of the operation of over 35,000 Savages **in the homes** over a period of three years proves the Savage principle of **one-way (rotary) "Cone" washing action, and wringerless (centrifugal) drying** safest, most efficient and practical for all home laundering.

Remember — the Savage Washer and Dryer is *built and assembled, complete* (with the exception of the motor) in the great Savage plant in Utica — over 600,000 sq.ft. devoted to precision manufacturing. It is built to the same high standards in workmanship and material that has for a generation made the name "Savage" synonymous the world over for quality of product and integrity and reliability in business dealings.

Savage is tested and approved by: Good Housekeeping Institute, The Tribune (N. Y.) Institute, The Modern Priscilla Proving Plant, Today's Housewife, The Home Makers' Bureau, and by leading authorities.

SAVAGE WASHER & DRYER

Has no wringer—needs none!


3. The Spinner Dryer of perforated aluminum washes and dries the clothes.
4. The Tub of heavy copper or galvanized iron, with flat enameled top.
2. The Pedestal encloses all machinery and the self-oiling device.
5. The ¼ horsepower Motor of guaranteed standard make.
1. The Base of pressed steel will hold a safe.

Wash, blue, rinse and *dry all in the same tub—without wringing.*

Unit Construction

Why is Savage simpler? Because the Savage Washer and Dryer has just five major units—and 30% less parts than the simplest of previous type washers. These units are pictured above. And every part of every Savage is interchangeable. No wood or cast-iron is used anywhere—only finest aluminum, copper, bronze, brass and steel. Where necessary, gears or shafts are hardened and ground to 1/1000 of an inch fit.

Why does Savage require less service? Because the wringer, with its attendant mechanism, all operating springs, all rocking, swinging, or plunging mechanism is eliminated! Because the user cannot "forget" to oil her Savage! Oiling is automatic—a charge lasts for years. Because of its remarkable simplicity and sturdiness. Read what those who *sell Savage have to say*—on the next page. *Then act!*

The Savage has over 30 sales making advantages—a score of which are exclusively "Savage." Only a Savage dealer can offer a buyer "Savage!"

SAVAGE WASHER & DRYER

A Demonstration is a Revelation!

SAVAGE

"Facts are Stubborn Things"

There is always more or less loose talk and trade gossip about anything revolutionary. But *the facts cannot be denied*—if you can get them. Here they are! Here is *proof*—from those qualified to *state facts*, about the Savage Washer and Dryer!

BEAUDETTE & GRAHAM CO.,
915 Boylston St., Boston, 17 Mass.

It has now been nearly two years since we sold our first Savage Washer, and as you know we have sold nearly five thousand of them since we took our first shipment, in March, 1923, with the result that not only has our company made more money selling Savage Washers than it has selling any other appliances which we have already sold but we have built up both a resale and a dealers' organization second to none in our territory, and with this organization we expect to do 50% more business this year than we did last.

A dealer who has an opportunity to get the Savage franchise in any territory would pass up a wonderful opportunity if he did not take on the sale of this machine. The writer believes that the Savage Washer furnished to us today is the best machine mechanically he has ever seen. We have practically no service calls on the machines which we have received during the past six months. From a sales standpoint there is no washer which can compare with the Savage. . . .

It is much easier to obtain and hold salesmen with the Savage Washer than with any other washer we have ever sold, and . . . in competition we win out at least four times out of five when a demonstration is made.

MEEHAN ELECTRICAL APPLIANCE COMPANY
St. Louis, Missouri.

Our experience with the Savage Washer and Dryer, covers a period of over one and one-half years.

We have actually found the Savage Washer and Dryer to be the safest, simplest, and most efficient product of its kind that has ever been placed before the buying public, and from a customer's standpoint it always seems to register complete satisfaction, and from a service standpoint it actually gives less trouble than any one similar product that we have ever sold, and from a sales standpoint it actually is one product that will enable you to procure business when you could not secure the sale, and render a real service to the customer, unless you had the Savage Washer and Dryer.

From the L. C. WARNER CO.,
Seattle, Wash.

Our company selected the Savage because it sells better than ordinary washing machines . . . it makes money for us as distributors . . . it is totally different . . . unquestionably the most efficient washer sold today . . . a spectacular demonstrator . . . a beautiful piece of work mechanically—**the ideal machine.**

W. P. DAVISON ELECTRIC CO., INC.
43 Fair Street, Paterson, N. J.

The Savage, in this territory, has proven a real seller in the face of strong competition. The servicing in connection with the Savage Washer is practically nil.

Above all things we are satisfied with the responsibility of the Savage Arms Corporation and its desire to build a successful business for every distributor and dealer connected with it. We have experienced the good effects of its national publicity.

ELECTRIC SALES COMPANY
Des Moines, Iowa.

We have now been selling the Savage Washer & Dryer in this territory for just one year. We are thoroughly delighted with the reception given this very splendid washer by the buying public.

In our years of experience selling electric washers, we have seen no other machine that creates such universal interest as does the Savage Washer & Dryer, nor have we sold any other machine that so easily defeats all competition.

We believe that the servicing expense on the Savage will be practically nothing. Every machine sold means the sale of others. We can sincerely and emphatically recommend. . . . what we believe is the world's greatest washing machine.

TIMES APPLIANCE COMPANY, INC.
33 West 60th St., New York City.

Having had experience in merchandising washing machines which was very unsatisfactory. . . We had to be shown. After eighteen months' experience . . . we have been shown and we believe this washing machine to be the best machine on the market today, and will perform in every way as represented by your company.

From the best information obtainable, it appears that the service in our district on the Savage Washer has been approximately on half of one per cent. which, of course, is infinitesimal.

Savage Washer . . . is enjoying a constant increase in sales, the only conclusion that can be arrived at, is that the machine must have given perfect satisfaction to the ultimate purchasers which, of course, is the final test of the popularity of any merchandise.

MORLEY-MURPHY HARDWARE CO.
Green Bay, Wisconsin.

We have handled the Savage Washing Machines since October, 1923, and have found them to give the most satisfactory performance of any machine we have ever sold. It has been necessary for us to do pioneering during this time, and do not believe we could accomplish the same results with any other machine due to the fact its operation is entirely different and still very satisfactory. The margin of profit and turn-over shown is good. We have had practically no servicing whatever to do, and feel it is a privilege for any dealer or distributor to be able to represent the Savage Arms Co. in the sale of their washing machine.

DUPUIS FRERES
Montreal.

We have received great satisfaction from the sale of this machine. We find that competition, far from hurting the sale, helps to a great extent, as comparison brings out the advantages offered by the "Savage."

We have received great help from your factory in the distribution and the sales.

The servicing of the machine has not caused us any trouble, as the simplicity of its construction brings the wear and tear to a minimum. As to performance, if we judge from the great number of letters we have received from owners, we must say that the "Savage" gives the utmost in service.

AMOSS & DOWSLEY,
Baltimore, Maryland.

We have handled your Savage Washer and Dryer since last May first and it doubled our washer volume for the year. We have less trouble getting resale men to sell it because they feel they can meet all comers standing firmly on both legs. They have nothing for which to apologize. Savage disheartens a competitor. Service troubles are practically nil.

BROYLES ELECTRIC COMPANY
Marion, Indiana.

In the distribution of several hundred Savage Washers and Dryers in the past year we have encountered less difficulty in the selling servicing and delivering than ever was experienced by us in marketing other type washers. Our dealers say they can secure 75 per cent. more cash sales with the Savage.

MODERN APPLIANCE CORP.
Indianapolis, Indiana.

The design, construction and performance of the Savage Washer and Dryer coupled with the prestige, reputation and national advertising of the manufacturers makes it the best merchandising item in the electric washing machine field. The best outlet in any community is always ready to hear the Savage proposition and the customer who has a demonstration is ready to forget all wringer type washers. The dealer who gets the Savage is truly fortunate.

Hansen Furniture and Music Company
Brigham City, Utah.

In our 25 years of jobbing washing machines in the west, and having sold only standard makes we say with qualification that the Savage Washer has out-demonstrated and out-sold, made more satisfied customers, stood up better than any washer regardless of name or make. Your company and its representatives have given us the most wholehearted unselfish cooperation and service that any distributor or dealer could ask for. We wish you success and are sure you will have it as he who serves best profits most.

SAVAGE SALES COMPANY
Stamford, Connecticut.

Our business on the Savage the first nine months showed an increase of 300%—and it is still increasing. Our service is practically nothing.

SEND OFF THIS COUPON TO-DAY !!

Use Now!

EM325

The Savage Arms Corporation
Utica, N.Y.

Send me the whole story of the Wringerless SAVAGE.

Name .....

Street .....

City ..... State .....

Sole Manufacturers

Savage Arms Corporation
26 Savage Ave., Utica, New York

Attention Dealers:

Don't delay another day before writing for the Savage Story. Use this coupon or your own letterhead!

Ives Announces for 1925

—Sweeping improvements, refinements and innovations throughout entire O and 2¼ gauge train lines.

Included are brand new trains in both gauges—the famous Ives Automatic Electric Reverse now offered as standard equipment on O gauge locomotives as well as on 2¼ gauge, with new, patented "Push Button Control".

New type display pieces—a new and greater national advertising program.

The many remarkable IVES features for 1925 set a new high mark in toy train development.

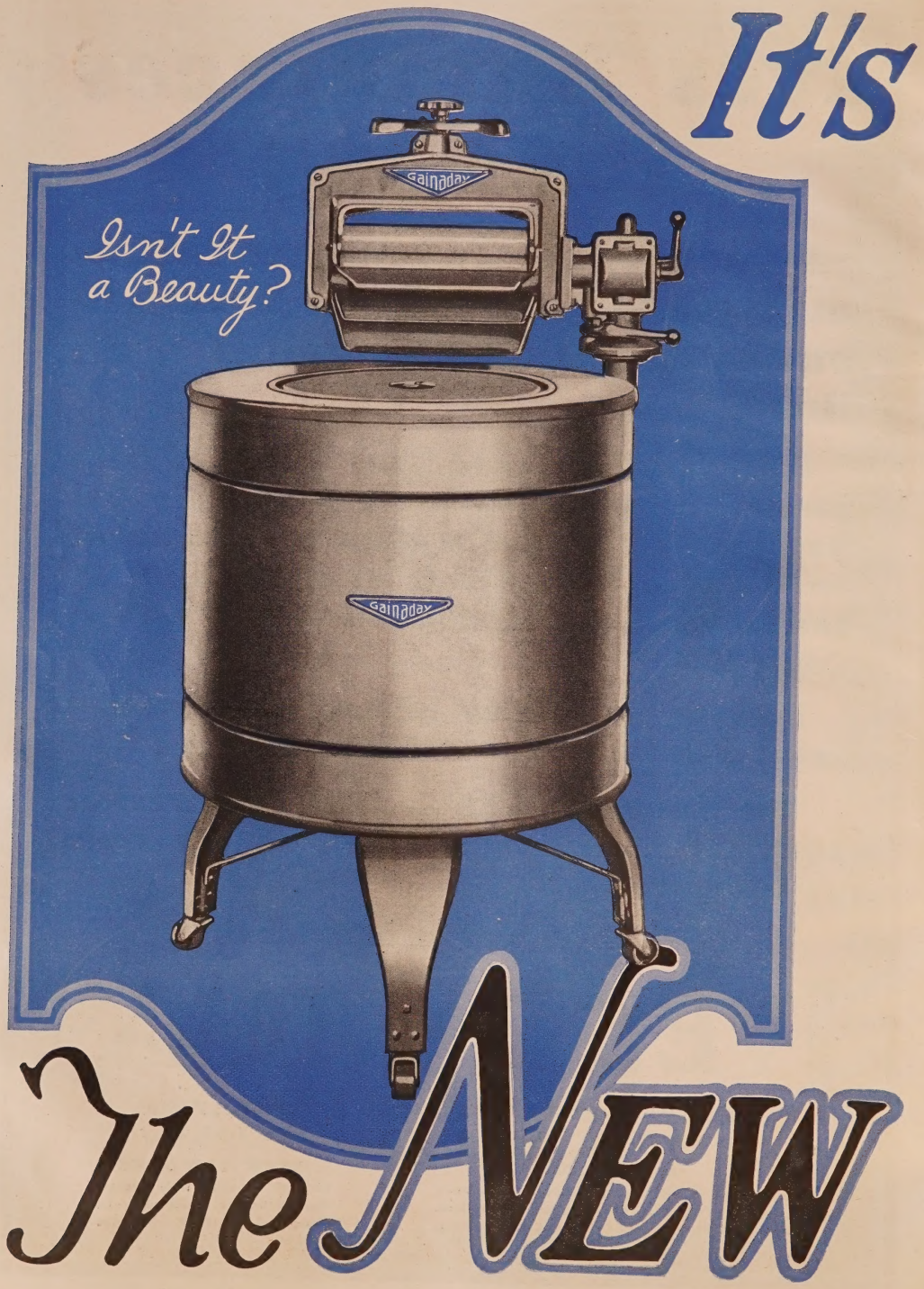
See them and be convinced!

IVES ELECTRIC AND MECHANICAL TRAINS

THE IVES MANUFACTURING CORPORATION
200 5th Ave. Fifth Ave. Bldg. New York City

TOY FAIR NOTICE
In addition to our permanent N. Y. Salesroom, a special IVES display will be maintained Feb. 2nd to March 7th at Bush Terminal Sales Bldg.

PACIFIC COAST OFFICE
Located at 165 Jessie Street, San Francisco, California, in charge of Mr. H. P. MacBeth.


It's
Isn't It a Beauty?
Gainaday
Gainaday
The NEW

Saleable!

and will dominate the washing machine market in 1925. **That's positive.**

Here is a washer that will sell readily against the keenest competition—two years' research and experimenting have proved it!

It's a beauty—finished in aluminum with nickel-plated operating levers. *It's efficient*—will thoroughly wash white clothes in three to five minutes. Tub capacity, 10 pounds of dry clothes. *It's compact*—no exposed mechanism or square corners. *It's sturdy*—only 5 parts in the main gear case; mechanism hung to pressed steel chassis instead of body; 3 legs with big casters and stands level on any floor; new type drive, can't even blow out a fuse when starting with full load.

$100,000 was spent in perfecting an entirely new and unique tub. The tub is made of 33 oz. copper and all one piece, with no possibility of tangling or injuring the clothes. The 3 pressed baffles are part of the tub itself and give a tremendous water action—positively unequalled in any other type.

Bigger discounts, liberal advertising allowance, very definite and resultful sales assistance by trained men, and a washer of merit at the right price, are offered to energetic dealers. If you want to tie up with a sure success, write for particulars.

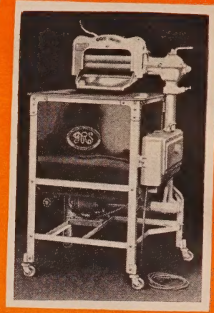
GAINADAY ELECTRIC COMPANY
3014 LIBERTY AVENUE, PITTSBURGH, PA.
Manufacturers of Gainaday Cylinder Washers, Oscillator Washers and Ironers

The Demonstration means
MORE SALES
The Mechanical Features mean
NO SERVICE
The Discounts *and* Sales Assistance mean
BIGGER PROFITS

Gainaday

GAINADAY

SELL!



A Fair Retail Price

A Fine Clothes Washer

WITH

These Points of Superiority

1. Super-safety wringer
2. Non-tipping rigid double drain board
3. Removable wringer
4. Aluminum cylinder — 11 sheet capacity
5. Reversing cylinder without timing device
6. One piece mechanism housing
7. All driving gears cut
8. Double worm drive
9. Two coats baked-on enamel
10. Oversize castors
11. Safety clutch
12. Moisture-proof switch housing
13. EXTRA size structural iron frame
14. Permanently lubricated
15. G R S ¼ H. P. motor

Dealers who have sold the G R S for three, four and five years tell us that no G R S has ever worn out.

Additional proof of long life and quality is its high resale value.

Any G R S Dealer will gladly tell you that service costs are reduced to a vanishing point—*increasing net profits.*

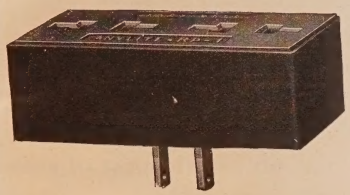
We are always interested to hear from those dealers who want to sell "real quality." Suppose you write us.

G. R. S. PRODUCTS Inc.
Subsidiary of General Railway Signal Co.
ALBANY, NEW YORK

G.R.S. ELECTRIC CLOTHES WASHER

ONLY ONE WAY

to safeguard your profits and satisfy your customers



That is to sell merchandise that builds sales through customer satisfaction. Anylite Products give perfect service and their quality and dependability is thoroughly established in the minds of many people. And not only is immediate profit secured in the sale of every item, but also the way is paved to the sale of other merchandise. This quality way safeguards your profits and satisfies your customers.

Anylite RP-1

50 cents List

The recent reduction in list price opens a much wider field for the sale of these sturdy wall plugs. Every dealer can sell more of them.

The T-slots receive tandem and parallel blade caps. They fit close to the wall and present a neat appearance. Their safety is an important feature for a child cannot receive a shock.

Anylite TP-3

65 cents List

The reduction in list price and improvements in this plug will make it one of the fastest selling items this year.

Provision of T-slots and the molding of the body in one piece adds greatly to its utility and to its attractive appearance.

A shade may be attached by either a standard or Uno shade holder.

Anylite Regulator—List price $1.10

This is one of the greatest conveniences you can offer your customers for use anywhere in the home. It gives a gradual variation in light from full brilliance of the bulb to total darkness.

Either a standard or Uno shade holder may be used and the one style takes care of all needs. This reduces your stock and increases your turnover.

It is guaranteed and will not burn out unless overloaded.

Anylite Electric Co.

Fort Wayne, Indiana

Write for our latest prices on these Profit-Making Items.

Anylite IN STOCK NEAR YOU

Write for prices on DUDLO Aerial Magnet Busbar and Fabricated wires.

THE HOBO

Perhaps there's a certain romance about a hobo's life—a vague lure which makes him leave the prospect of a steady job and a comfortable home for the swaying perils of the blind baggage and the doubtful prospect of a cold hand-out.

When it comes down to facts, though, most of us prefer to choose our occupation carefully and then stay with it, rather than to rove about from town to town in search of some undefined happiness.

In the same way, the vagabonding urge sometimes causes a dealer to go shifting about from one product to another, from brand name to brand name.

But in actual practice such a hobo-dealer will find his surest profits and greatest prosperity by tying in once and for all with a product of national renown bearing a name which the buying public recognizes and associates with integrity and quality—such a name as that borne by Westinghouse Mazda Lamps.

For information regarding the profitable Westinghouse Mazda Lamp Agency Plan that requires no investment, write

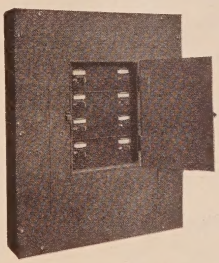
WESTINGHOUSE LAMP COMPANY
150 Broadway, New York, N. Y.
Sales Offices and Warehouses Throughout the Country
For Canada: Canadian Westinghouse Co., Ltd., Hamilton, Canada

Westinghouse

Right at the start

Before wiring contracts are let expert panelboard counsel may help clinch the deal for you

When the Westinghouse Panelboard Engineer comes into your office he brings not only authentic and up-to-date literature on every phase of panelboard and fuse-panel engineering, but his own specialized experience as a practical electrical engineer who has devoted his whole time to the study of panelboard problems and practice.



His services are free. Working with you and your client his expert advice and counsel forms a valuable part of your own service as electrical contractor, —may help materially to clinch the deal.

Write now to your nearest Westinghouse jobber, or direct to the address given below.

Westinghouse Electric & Manufacturing Company
East Pittsburgh, Pennsylvania
Sales Offices in All Principal Cities of the
United States and Foreign Countries

W
WESTINGHOUSE ELECTRIC

Westinghouse

BEAUTY-POWER-SILENCE
The Westinghouse fan campaign for 1925
National Advertising
Visualize
Truck Signs
Westinghouse
Folders
Stuffers
US.
BEAUTY
POWER
SILENCE

the Westinghouse fan market for 1925

Part of this market is in your own community

Hundreds of thousands of Westinghouse fans *will be* sold during the 1925 fan season.

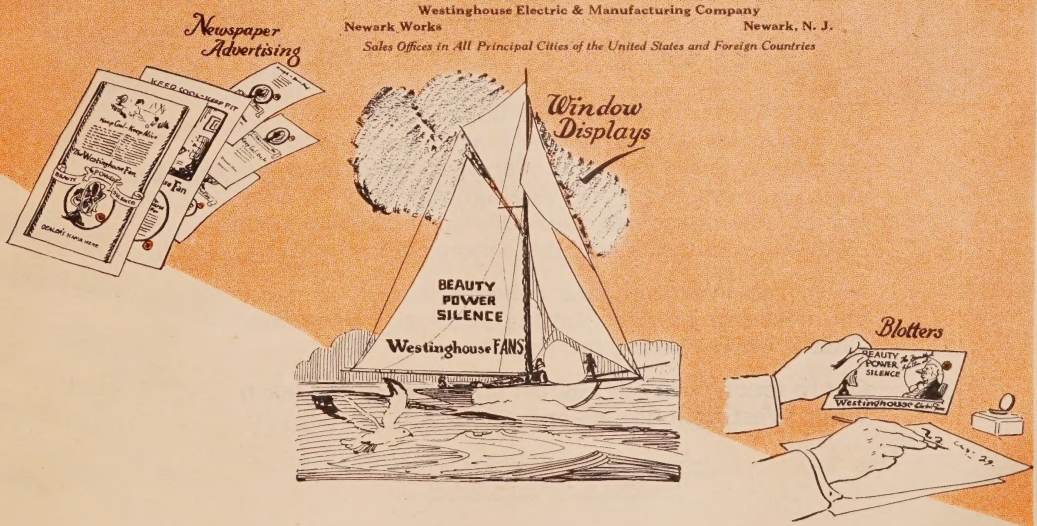
Part of this market is in your own community.

A complete campaign including National Advertising, Newspaper advertising, window display, folders, truck signs and blotters all put together in helping you sell Westinghouse Fans—

If you will put a reasonable amount of effort and tie in with this comprehensive campaign there can be only one answer—a big fan business for you.

Your Westinghouse or Jobber salesman has the complete plan in portfolio form. Insist that he explain it to you.

Westinghouse Electric & Manufacturing Company
Newark Works Newark, N. J.
Sales Offices in All Principal Cities of the United States and Foreign Countries



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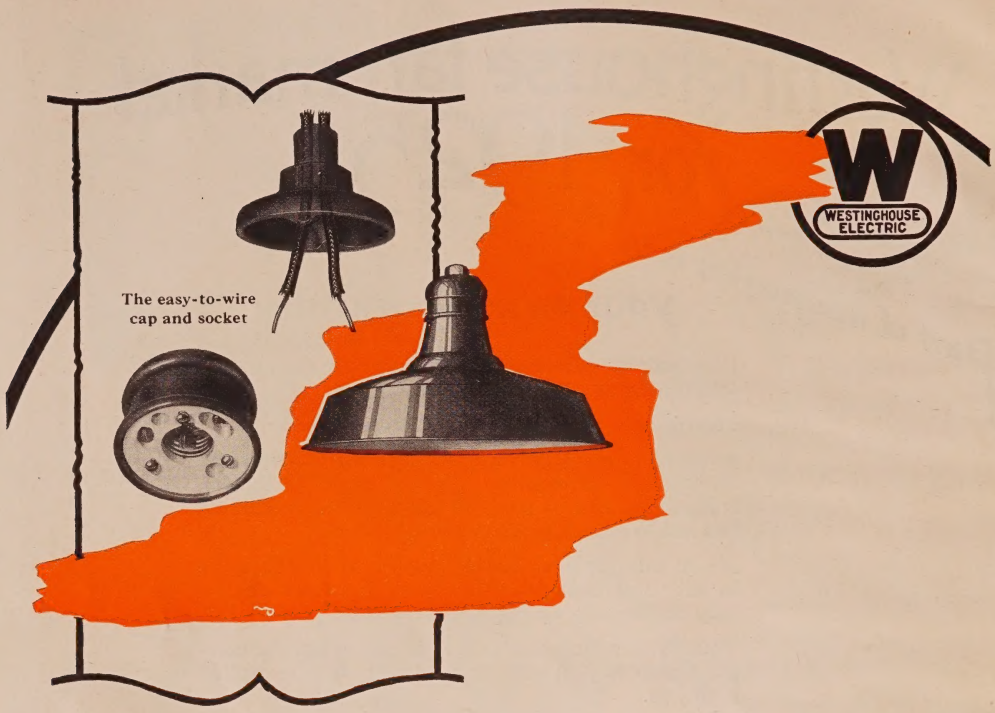


Figure For Yourself

FIGURE for yourself the saving in your installation costs with a reflector socket that can be completely wired and the reflector installed in three minutes or less. With the Westinghouse easy-to-wire socket, you can lower your bids on industrial jobs, close more contracts and make more dollars of profit.

With the Westinghouse reflector socket as your ally, you can go after the big jobs—and get them. That's where the big profits are.

Get in touch with our nearest office today, and learn what Westinghouse co-operation will do for you.

Westinghouse Electric & Manufacturing Company
George Cutter Works South Bend, Ind.
Sales Offices in All Principal Cities of
the United States and Foreign Countries

Westinghouse

X79736

Installation of Sol-Lux units in Spoehr's Inc., Chicago, Ill.

AN ADVERTISEMENT

A Customer Furnished The Copy For This Advertisement

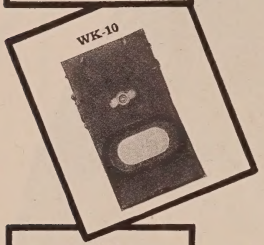
NO story of satisfaction from Sol-Lux units could be more convincing than this letter from Spoehr's, Inc., Chicago—"We wish to express our very great satisfaction for the results we have received from the installation of thirteen Sol-Lux units in our store at 17 South Dearborn Street. Our lighting has been materially increased and we are using less wattage per hour. Furthermore, our lamp replacement is a great deal less."

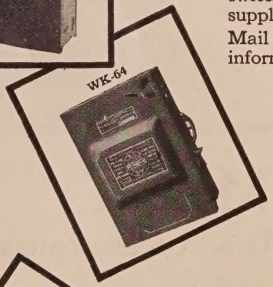
Westinghouse Electric & Manufacturing Co.
George Cutter Works South Bend, Indiana
Sales Offices in All Principal Cities of
the United States and Foreign Countries

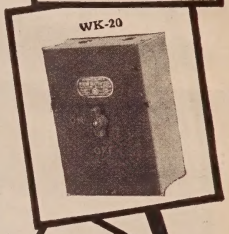
Westinghouse

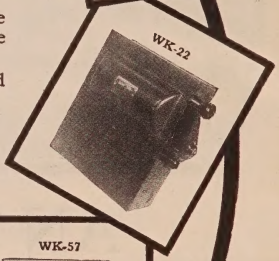
X 78787

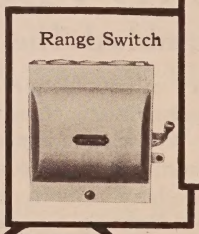
A Complete Line of Safety Switches











The thoroughness with which Westinghouse has covered the safety switch field is a big talking point in making sales.

There is a Westinghouse switch for evey purpose.

Each switch is a leader in its line because all Westinghouse switches combine the utmost in safety of operation with a staunchness of construction that makes the words "Long Life Switches" the best slogan to describe them.

The WK-55 and WK-60 are designed for feeder and apparatus control. The WK-55 is the full safety severe service switch.

The WK-10, WK-20, WK-21 and WK-22 are the full safety motor starters. They not only assure full safety of operation, but also protect the motor against overload when starting and running. The WK-21 is a reversing switch.

The WK-54, WK-57 and WK-64 are the reliable meter entrance switches for home and apartment houses.

The Range Switch is a compact and attractive switch for disconnecting the range from the supply line.

Mail the coupon appearing below for detailed information about this complete line.

Westinghouse Electric & Manufacturing Company
Merchandising Department
Mansfield Works Mansfield, Ohio
Sales Offices in All Principal Cities of
the United States and Foreign Countries

Westinghouse Electric & Manufacturing Company
DEPT. M Merchandising Department, Mansfield, Ohio
Please send me folders giving detailed information about your complete line of Safety Switches

Name .....

Company .....

Address .....

WESTINGHOUSE ELECTRIC

Westinghouse

X 79715

When Your Bank Has a Birthday

A bank in Greencastle, Indiana, was planning the celebration of its sixty-first anniversary and asked the local electric company, the Wabash Valley Electric Company, to suggest a suitable display feature for the bank lobby. The accompanying photograph shows the electric birthday cake suggested by A. C. Crandall, sales manager of the electric company. The lighted cake was placed in the bank lobby where it attracted considerable attention and favorable comment during the anniversary week.

Electrical Merchandising

Vol. 33 — The Business Magazine of the Electrical Trade — No. 3

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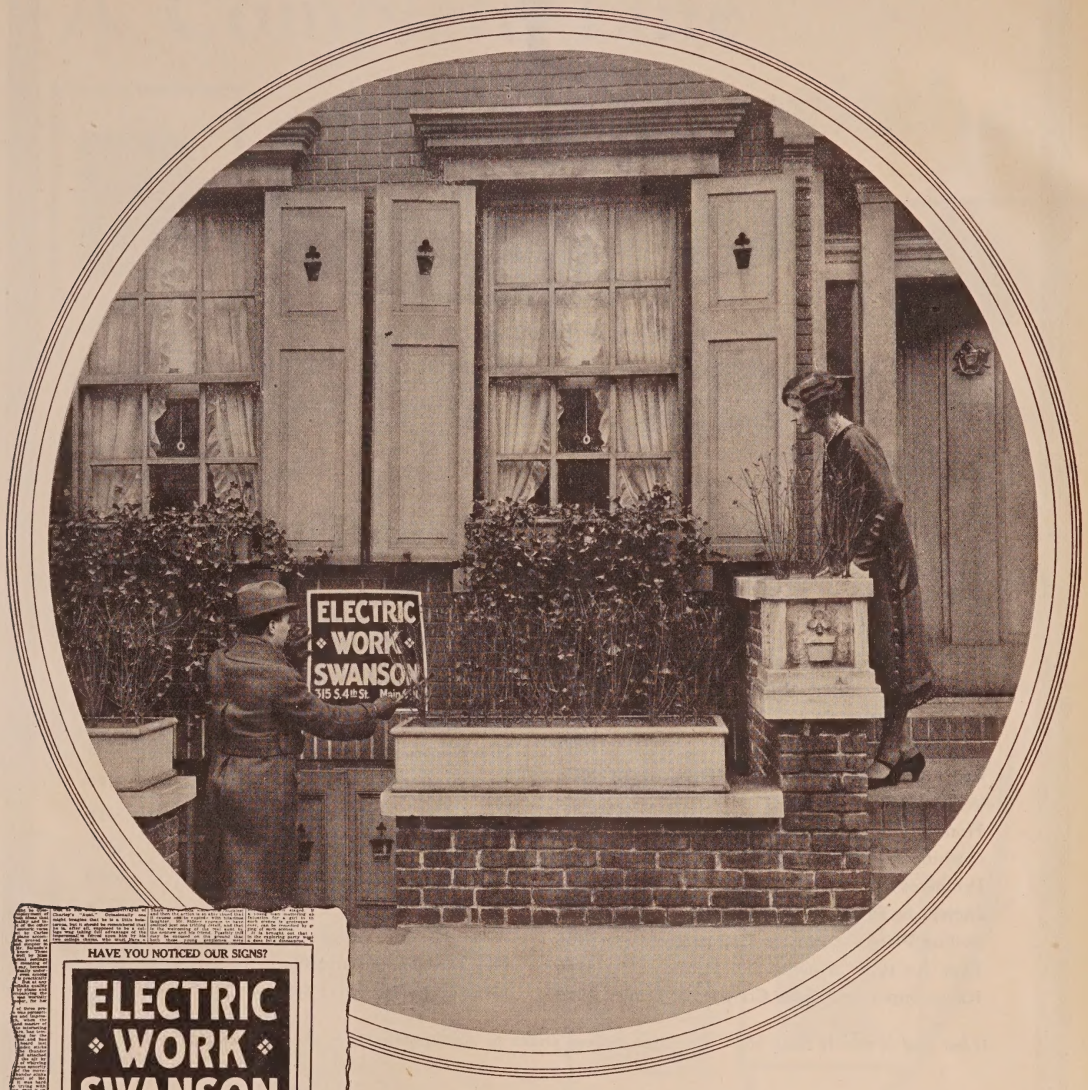
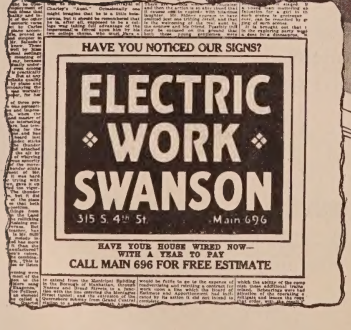



HAVE YOU NOTICED OUR SIGNS?

ELECTRIC
WORK
SWANSON

315 S. 4th St. Main 696

HAVE YOUR HOUSE WIRED NOW—
WITH A YEAR TO PAY
CALL MAIN 696 FOR FREE ESTIMATE

500 Posters on 500 Homes Told All Evansville That Swanson Does Wiring

The Swanson Electric Company, Evansville, Ind., wired 500 homes in 1924. Instead of being content with leaving his sign on each home during the period of work, Mr. Swanson arranged to display his signs on the fronts of these 500 homes—472 of them, to be exact—for a whole month. Newspaper space twice a week reproduced the same sign, with a brief line to the effect that easy terms are offered for house wiring. Of course, everybody in town talked about it. It was so striking that the message simply could not be escaped. How Swanson set about to stage this publicity campaign is told in "Selling the Wiring Job" on page 5134.

Electrical Merchandising, March, 1925

Electrical Merchandising

The Business Magazine of the Electrical Trade

With which are incorporated *Electrocraft* and *Lighting Journal*

Volume 33 March, 1925 Number 3

The Man Who Built a $1,000,000 Retail Electrical-Appliance Business at a Profit, Is Going to "Take You into Partnership" and Tell You—

How to Make Money Selling Electrical Merchandise

Dear "Partner":—

The editors of *Electrical Merchandising* have been after me to put down on paper some of the things about merchandising electrical appliances and managing an electrical retail business which I have learned through the hard knocks of an active experience.

My editor friends have further suggested that I imagine myself as being "in partnership with you," good reader, in the ownership and operation of a medium-size electrical business. From this point of view they want me to write you a monthly letter, just as I would write to a partner or associate in whose success I am personally and financially interested.

Into such a plan I am now cheerfully entering, with the sincere hope that it will prove helpful to you and to other dealers who are treading the thorny paths of electrical selling. Hence, these explanatory paragraphs, and the greeting "Dear Partner" at the opening of this letter—as well as the candid and earnest remarks which follow.

* * *

Profits, of course, are the life blood of business. Every merchant, every business man, is in business to make money—for himself, for his family, for those dependent on him.

What is a fair profit for the electrical merchant to earn under present-day business conditions? What should the electrical man expect to make "net," in return for all his hard work and worries?

We see business men in other lines rolling around in big automobiles, building fine houses on the edge of town, investing their surplus in public enterprises, and enjoying all the satisfactions which "money" brings to themselves and to their families. But enrolled in these lists of income-tax payers of the higher brackets, we find few electrical men. Why not?

Is it a fact that men in the electrical business do not set for them-

About S. J. Ryan, Who, in This Letter, Writes to You as a Partner—

S. J. Ryan is a practical electrical merchandiser—a successful one. Building up an electrical-appliance business from almost nothing, to a volume of more than $1,000,000 a year, was his record while in charge of electrical sales for a famous Middle West department store. This huge business (in goods bought at discounts of 33 per cent to 40 per cent) was done at a profit.

Larger responsibilities have, during the last year, drawn Mr. Ryan away from actual contact with electrical selling. His appointment as general merchandise manager and secretary of a $35,000,000 department-store corporation operating a chain of stores, has just been announced—recognition of his soundness as a merchandiser and administrator.

But his years in electrical selling have given him a unique enthusiasm for the merchandising possibilities of our electrical field, based on his understanding of how to sell electrical goods and *make money doing it.*

So, to secure his practical counsel for *Electrical Merchandising* readers, the editors have prevailed upon him to consider himself a partner with you in an average-sized electrical merchandise business, and, through these pages, to write you a letter each month setting down the practical ideas and merchant's hard sense which Mr. Ryan would give you, were he actually a member of your own organization. Mr. Ryan has agreed to undertake the task, and his first letter appears herewith.—Editors.

selves high enough "pegs of net earnings" at which to shoot? What do business men in other lines ordinarily make or expect to make in return for corresponding effort and investment? What should electrical men make in the way of profits? Can't we first of all set up some percentage to shoot at—some markers to indicate what successful businesses earn?

Fair Return on Sales

The table shown herewith shows what I believe prosperous, well-set-up business men feel that an electrical merchant or any other merchant is fairly entitled to earn on retail sales.

Sales of $25,000 a year—A business running $25,000 a year (which should be done on a merchandise investment not exceeding $7,000) (retail valuation) should pay its manager a salary of $1,500 a year, besides returning $1,250 in profits to its owners,—an earning of 26 per cent on their actual merchandise investment at cost.

Sales of $50,000 a year—A business grossing $50,000 a year should be done on an average stock investment not exceeding $11,000 at retail valuation. It should pay its manager a salary of $2,000 a year and return net profits of $3,000 to its owners, which is equivalent to 42 per cent on the cost merchandise investment.

Sales of $100,000 a year—A retail business mounting to $100,000 a year should be secured with an average retail stock investment not in excess of $20,000 and the manager's salary in this case should be about $3,000. A business of this size should be required to return a net of $6,500 in profits or 50 per cent on the actual stock investment.

Sales of $500,000 a year—A half million dollar retail business will require an average retail stock of close to $75,000 and should pay a salary to its manager of $8,000 a year. This business, properly handled, will return a net profit of $37,500 a year, or 80 per cent on the actual merchandise investment at cost.

Sales of $1,000,000 a year—A million dollar volume takes a retail stock of close to $125,000 on the average. A capable manager should draw $12,000 a year and return a net profit of $90,000, the equivalent of 110 per cent on the cost merchandise investment.

I imagine your first criticism of the figures shown will be that the stock investments quoted are too large in proportion to the volumes given, and your second that the managers' "salaries" are ridiculous.

Stock investments given are for the sort of store we believe would be successful—a general electrical store such as we will outline in succeeding letters and they are *average retail* stocks, don't forget.

In my personal experience, we have had certain lines of appliances that have turned very rapidly (one as high as 28 times a year and not for just one year either) but we also had much money tied up in slower moving merchandise, which resulted in lowering the turnover of the whole. All of this will be treated at greater length later on.

Balance of Manager's Earnings Through Profits

A word as to salaries: They do look tiny, don't they? Some of the salesmen would undoubtedly turn up their noses at such compensation and actually would draw down more than the manager, but these are drawing accounts in reality and the balance of the manager's earnings must be a portion of the *net profits*.

In other words, whether you are your own manager or have some one in the capacity (and then you are *only* a stockholder), the manager, as a matter of sound business practice is not entitled to any more salary than that given, unless he turns in a net operating profit and then he is certainly entitled to a division of that. In fact, if it was my business and he didn't turn in a net profit, I'd *fire* him, even if it was myself.

Your total cost of operating should be not less than 25 per cent and not more than 30 per cent of the retail volume. The profit figures quoted in the preceding paragraphs are based on a cost of doing business of 28.5 per cent, and a rough division is: Selling, 15 per cent; publicity, 4 per cent; occupancy (rent, light, heat, power, porterage, etc.), 4 per cent; administrative and clerical, 3.5 per cent; stock depreciation and shortage, credit losses, etc., 2 per cent. We will go into the subject quite extensively in the future. I say right here that your business can be held approximately to these figures, but it's not going to be easy of accomplishment.

Having set up quotas of profits and earnings to shoot at, let us set out to achieve these by starting with a clean slate. Back to old-fashioned principles of indusrty and frugality in your business. For example:

Weigh and *reweigh* all expenditures. Learn to say "no," even to your own impulses. Never stint your business, but never gamble. The retailing of electrical appliances is gamble enough—any retail business is. Study the "mortality" tables of Dun and Bradstreet if in doubt on this point.

Eliminate Unnecessary Expenses

Don't multiply the risks—reduce them by the elimination of all unnecessary expenditures, even the tiny, seemingly unimportant ones. Remember what little drops of water do to sturdy stones.

Negligence is waste and waste is the thief of profit. Be careless and your employees multiply your carelessness. After all why shouldn't they? It's *your* money.

You may justly say this is a preachment—that we are sticking to the safe ground of generalities. You would be right to a certain extent. But you are the *general* manager of this business right there on the ground, aren't you? Have the capacity to understand and apply the fundamentals to the detailed problem and that problem is solved.

How do great industries and huge merchantile institutions conserve their profits? How do even governments preserve their credit? You read a great deal these days of "balanced budgets." Think of what happened in Germany and of what exists today in Russia. Experimenting with immutable laws. Then turn to the other side of the picture. Study what is going on in Washing-

How Much Your Business Should Earn

If Your Annual Sales Are	Your Merchandise Investment Should Not Exceed	The Man Who Manages the Business Should Receive in Salary	And the Net Profits to the Owners of the Business Should Be
$25,000	$7,000	$1,500	$1,250
50,000	11,000	2,000	3,000
100,000	20,000	3,000	6,500
500,000	75,000	8,000	37,500
1,000,000	125,000	12,000	90,000

ton and observe what economy and business common sense can accomplish. *Budget Your Expenditures!*

Leave the fascinatingly new ideas to your competitor—at least until you have piled up a secure reserve. The chances are a thousand to one the idea is a financial dud. Stick to *proven practices* and don't seek them in the retail electrical appliance field. You are too often apt to find *malpractice* there.

I agree with you that the manufacturers and your central station are not altogether blameless for the situation existing in your town, but let us correct our own errors before we make out a case against them.

After all we are assured of their earnest desire to do the right thing, because they need us even more than we need them. We can quickly go into another field, you know, whereas it would be a bit more difficult for them.

You have looked in vain through this letter for the magic merchandising formula that will act as the panacea of your business ills. It is not here, nor will it appear hereafter, because we know of none.

Stick to Proven Practices

A while back we spoke of proven practices. They surround you on every side: Chain stores, department stores, specialty stores of every description, are all using methods successful in their busness which can be effectively *adapted* to ours.

Hard work, eternal vigilance toward expenditures and credits, and constant observation and thought on the already successful methods of merchants in other lines, will solve our problem.

Consider a smartly and correctly gowned woman. The *ensemble* is pleasing to the eye, therefore successful. Where did the design of her costume originate? Very probably the inspiration of some Parisian *modiste*. Yet the woman took the possibly impractical (for her) brainchild of that Parisian genius, accepted the correct, rejected the bizarre, *adapted* it to her own personality—and there you are!

Most women *seem* to do this sort of thing instinctively. Yet, really it is because they are *constantly thinking* of it. But the merchant who is continually thinking of ways to apply ideas to his business will learn to adapt unconsciously, to the same degree as does the average woman with her clothes.

We do not know whether there is anything new under the sun or not. We do believe, however, there is very little new in the hoary old business of distribution. Can you recall instances? Yet, study them, and also study, as we have, ancient and modern methods of distribution. You'll find plenty of *adaptions* of ancient practices, but little that is original in its entirety.

S. J. RYAN

Who built an electrical-appliance business up to a volume of over $1,000,000 a year, at a profit. Since the first of this year, Mr. Ryan has been out of direct contact with electrical selling, being now general merchandise manager of a $35,000,000 department-store corporation.

Study Weaknesses, Capitalize Advantages

Go to school, to your fellow merchants, studying first their failures and then their successes. Study those huge merchantile Goliaths, the department stores. Also, earnestly observe those lusty Davids, the "chain" stores—already a menace to the continued existence of the former.

Ponder the weaknesses (for each has many) of these distributors, and learn to avoid them if you would exist. Appreciate and *capitalize* the advantages which belong peculiarly to you as a *specialist* in your field—advantages that the big stores can never hope to possess. You have an advantage in many things.

Adapt to your own business the *proven methods* they use to attract traffic:

Advertising in its various forms,

Window and store display,

Convenient and scientific store layouts, and

Cleanliness and orderliness *always*.

Heed their methods of building and *holding* the confidence of their public to the point where their "good will" frequently bears as high a valuation as their physical assets. Note the emphasis they put on:

Fair values,

Courtesy *in all things*,

Moderation in statement.

Analyze why *you* patronize certain establishments, and ask your wife why she does. Ask also your relatives and friends and clubmates and strangers. "There's a reason" in every instance. And if it's good enough to attract and hold their patronage, it's good enough for us to *adapt* to our electrical store.

(Continued on page 5090)

Better than daylight. One of the jobs that Swanson sold. By recommending the most efficient factory lighting system and power installation and selling the board of directors on results, he took this job at a price of $15,000 over that of competitors. This plant has the lowest production cost of the eight plants operated by this company.

These two photographs are Swanson's selling ammunition. The one at left shows daylight illumination, and the one at right, the lighting system installed.

Selling the Wiring Job

How Swanson Keeps "High and Reliable" Above the Sea of Cut-Price Competition—Sells "Engineering Service" to Plant, Store and Home Owners

By L. E. MOFFATT

WHEN a merchant has something to sell it is reasonable to expect him to take steps to sell it.

The electrical contractor certainly has something to sell. His services may be worth a substantial increase in price, over the services of a competitor, but when he bids in an architect's office, the worth of his services goes for nothing. If he gets the job, it is because his price is lowest.

Prices set by market condition and competitive bids are proper for raw material and commodities, but an electrical construction job is a finished product, an assembling of parts into a satisfactory working whole, just as much as in an automobile or a washing machine.

An important question for the contractor is this: Can the construction job be sold as large appliances or motor cars are sold?

In the discussions on the problem of the irresponsible contractor whose low bids and careless work are a nuisance if not a menace to the legitimate contractor, it should be suggested that the way to compete with this curbstoner is not by price but by the use of salesmanship.

There is a great and profitable opportunity for any contractor who organizes his wiring business on a basis of selling his superior work for a profitable price. In addition to the profit and satisfaction to the contractor of such a method, the customer will be better satisfied. He will get a more complete job, which will give real results.

Swanson Sells Results —Not Cheap Price

The man who builds or remodels a home, store or factory has light and power installed because he wants results in convenience, sales or efficiency.

If the contractor will paste that in his hat and go out and sell results instead of figuring how to cut the price of a job, he will accumulate a following of customers that swear by him instead of at him.

He will get a profit on the job he sells where now he cuts his profit on the job he bids for. Swanson does it.

The Swanson Electric Company, Evansville, Ind., sells wiring, or as Mr. Swanson puts it: "We sell the result of our engineering services in a satisfactory job, and the price becomes a secondary consideration."

How do they do it? Here is a case to illustrate.

The largest store in Evansville devoted to ladies' ready-to-wear and millinery remodeled its windows. The architect sent out plans for bids on wiring and window lighting equipment. When C. W. Nunn, manager of the Swanson wiring department, looked them over, he saw at once that equipment as specified could not give the merchant light enough for a first-class selling display.

The architect had not kept pace with the progress in window illumination. Instead of figuring the cheapest possible bid on these insufficient specifications, Mr. Nunn rolled up the plans and called on the store owner.

This gentleman was somewhat startled to learn that the window lighting plans were not right and his astonishment at the nerve of a con-

tractor who would come to him and criticise his architect wakened his interest. "This contractor perhaps knew what he was talking about."

"I showed him some pictures of good windows," Mr. Nunn tells the story, "and asked him if they illustrated the kind of window lighting he wanted. When he agreed they did, I had the chance to explain to him why his plans couldn't give him this intensity of illumination.

"For another thing the architect had specified a white background for the windows. This was out of my line but I easily convinced him that white was not the background that would best display white garments in a strong light."

Selling effort was concentrated on the result and not on the means. The merchant remodeling windows is spending his money for a better merchandise display. That is what Mr. Nunn was selling, with a selling approach which went straight to the heart of the merchant's problem. Price became a secondary consideration.

Bids on this job in accordance with the architect's specifications were from $1,500 down. The Swanson Electric Company landed the work on the basis of its recommendations at a price of $3,000.

Selling Window Illumination at a Profit

This was not the first window lighting contract at a good profit done by the Swanson Company. It has made a practice of selling window illumination. Not waiting for the merchant to come to it for a competitive bid on his window, it has gone after the merchants and sold them the profits on increased sales from proper lighting.

"If the customer is sold on the results," explains Mr. Nunn "he puts price in the second place. By selling results on a quality job, we do not have to meet low competitive bids.

"It has usually happened that when one merchant in a line has proper window lighting equipment installed, all his competitors become good prospects. They are quick to see what the improved lighting is doing for the competitor's business. The business once well started keeps on developing.

"Naturally we don't get all of it. Other contractors go after this business, and the merchants begin to shop for estimates. However, the window lighting business remains with the better class of contractors who are interested in profits, and the competition is clean.

"Two years have seen a remarkable development in better window lighting in Evansville and the better-class stores are now practically all equipped. However, this does not mean that business along this line is finished. Better store lighting and better show-case lighting follows after better window lighting."

Factories Are Good Prospects for the Contractor

Evansville is a manufacturing center. It is in power equipment that the Swanson Electric Company has most developed its policy of selling contracts instead of bidding on them.

Every manufacturing plant within a hundred miles or more is a prospect.

Many of these plants were built and equipped some years ago and are not modern enough for full operating efficiency. Such plants can be modernized and are prospects for new equipment. It is usually a long selling process to convince plant owners that new equipment or modernized wiring systems will pay.

This selling occupies much of Mr. Nunn's time. He goes into these

Curbstone Competition Never Worries Swanson

Here is a contractor-dealer who doesn't let curbstone competition worry him. Although much of Swanson's contracting business is in large jobs running into six figures, the small job as a source of profit is still cultivated. Swanson goes after old house-wiring at prices that show him a profit. He does not cut to meet competition.

More than five hundred old house-wiring jobs last year showed a desirable volume and profit. This article tells how he has used this record to increase his 1925 sales.

This window is not illuminated in accordance with the architect's specifications. When Swanson received the plans, he saw that not enough light was provided, so he sold a correct installation to the store owner and got $3,000 for the job against the $1,500 that was bid on the basis of specification. This meant money for Swanson's pocket and a satisfied customer.

plants, not as a salesman, but as an engineer, talks to the superintendent, asks questions, inspects the plant. From the data obtained he studies the condition and works out a proposition. When he goes back he has a recommendation and figures to show a saving in money or an increase in production that will pay for the new equipment.

He discovers a heavy loss in the feed wires. He shows the plant owner how this can be saved. If a plant is equipped with an old-fashioned line shaft drive, Mr. Nunn submits a plan for individual motor drive that will increase production. If a plant is badly lighted, he submits a plan for modern lighting.

The owner is skeptical, must be sold. Here are photographs of similar jobs and figures to show the increased production in another nearby plant. If the manufacturer demurs about putting so much money at this time into the changes, Swanson Electric Company will arrange with a bank to carry the job on divided payments over a period of months.

Swanson Company doesn't walk away with this business without competition, but the competition is met not on a price basis, but on the basis of engineering service.

Meeting Price Competition With "Engineering Service"

A case where price competition was met successfully by engineering is the large plant of the Monitor Furniture Company in Evansville. Here the job was a complete power plant with all the wiring, motor drive and lighting. A number of large contractors were bidding. Swanson went directly to the manager of the Monitor Company and sold him on a carefully worked out plan which included a more extensive equipment than any one else was bidding on.

Swanson knew the amount of light such a plant should have and it was considerably more than the amount that would be supplied under a plan that would "get by."

The plant manager was convinced on the Swanson plan, but, under the fire of competitors and because of the difference in price, he brought the bidders before the board of directors.

The result was that Swanson got the job at a price that was $15,000 more than the nearest competing bid. This plant today has the lowest production cost of any of the eight plants of the manufacturing company and the photographs taken under artificial light and under daylight are today a part of Swanson's selling equipment.

"How do you arrange for all the time that must be necessary for this sales work?" the writer asked Mr. Nunn.

"By saving the time that most contractors spend on figuring estimates," was the answer. "We do not figure in architect's offices. If we cannot deal directly with the owner, we usually pass up the job. Many contractors will tell you that they have no time for sales work. The reason is that they are kept too busy figuring competitive bids on jobs they never get."

Advertising With a Punch

Planning an advertising campaign that will sell house-wiring is no small job. It is not always so much a matter of spending a lot of money as it is of using a lot of head work.

The Swanson Electric Company, however, has an old house-wiring department that for the last year has been showing a most desirable volume of business at a good profit. The department is the legacy of a high pressure sales crew that came into Evansville to clean up on house wiring contracts. The expected clean-up did not take place. The high-pressure salesmen failed to produce.

Swanson, however, did not deduce from this that there was no money in wiring old houses. He simply recognized that the selling approach had been wrong. The high-presure man from out of town had the wrong angle—people who might want their houses wired still might not want to be sold by strong arm methods.

So Swanson put a local man to selling old house-wiring. This salesman was not a high pressure man by any means but he got the contracts. He knew his people and when to keep after them and when to leave them alone. In a year over five hundred old house-wiring jobs were completed by the company.

This accomplishment was used as an advertisement, an especially valuable one because Swanson's prices were higher than anyone else's in town. People knew Swanson was high and reliable. The knowledge that 500 of their neighbors had chosen to pay higher prices to get a quality job would sell many a hesitating home owner.

The idea in the Swanson campaign was to dramatize the idea of these 500 homes wired in 1924. Instead of using newspaper space to state this he used a much more effective method. Four hundred and seventy-two homes of customers in every section of the city of Evansville were used as bill boards.

Like other contractors, when Swanson is wiring a house, he erects on the house lawn a sign, "Electric Work Swanson." These signs are pretty familiar in Evansville, but just think of the effectiveness of 472 of these signs appearing at one time and displayed on the house fronts for 30 days!

Newspaper space twice a week reproduced the same sign with a brief line to the effect that easy terms were offered for house-wiring.

Of course everybody in town talked about it. It was so striking that the message simply could not be escaped.

Salesmen called on all customers whose houses had been wired during the last year and explained briefly that they wanted to place the sign which they had with them on the house and leave it for 30 days. At the end of 30 days, when the man came to take the sign down, he would give the housewife an order for a handsome torchere which she could get at the Swanson store. This would be a present, with the thanks of the Swanson Electric Company for her co-operation.

Bringing 472 Women Into Store Means More Sales

Now the order for the torchere was given her at the *end* of the 30 days. Therefore, there would be no temptation on her part to remove the sign during that time. This simple device insured the display for the full period.

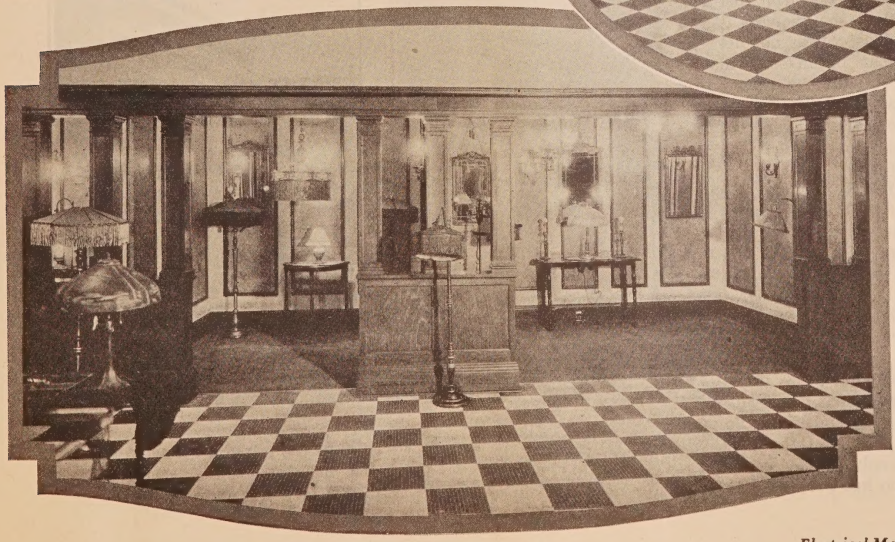
Then notice that the customer was asked to come to the store to get the torchere. She had to come in where there is plenty of attractive merchandise for her to see. Bring nearly five hundred women into a store and there are some sales going to result. Also, she was given one torchere and the chances were that she would buy a second one to make a pair.

These torcheres were of a $2.50 retail value. Handsome and desirable premiums as they were, they cost only 75 cents each, owing to the quantity that was bought for the campaign. The entire cost of newspaper advertising, signs, torcheres and time was $650—certainly moderate considering the striking results achieved.

Visiting Iowa's Newest Electrical Store

Walk down the main street of Dubuque, Ia., after dark and the three stores conspicuous for well-lit show windows and well-lit show rooms are all, appropriately, electrical stores. Two of these stores are run by electrical contractor-dealers and the third is the new store of the Dubuque Electric Company, here illustrated.

Above is a wall display case and selling unit that is a complete electric shop in itself. Display space is provided for heaters, portables, lamps and heating appliances. Wiring devices are kept in drawers with sample fronts, and lamp cord on reels is easily accessible. Thirty-five feet long, this case cost $1,875.



When this store was opened a few months ago, many of the fixtures, table and floor lamps were of such a high class and high price that it was thought they might be of more use in decorating the store than in adding to the sales total on the balance sheet. The result, however, of this combination of fine showroom and fine merchandise was to sell the higher priced goods with a surprising ease. Showing again that you never know what a market will absorb until you try it.

Cutting "Trouble" Out of

How the Valley Electrical Supply Company of Fresno, Calif., Uses Its Repair Service to Build Up a Clientele of Satisfied Patrons

Small repair jobs are handled on the spot at no cost to the customer. In case of more serious trouble, the difficulty is explained to her and she knows in advance about how much her bill will be. If it costs more than the article is worth, she is sold a new appliance on the spot.

By C. GRUNSKY

MANY dealers look upon the repair department of their establishments as a necessary evil, to be carried on merely because it is necessary that someone service appliances when they get out of order.

As often conducted, indeed, a service department is a trouble breeder. The woman whose electric iron cost more to repair than she thought it would, or whose toaster was not delivered at the hour promised, will take no account of the emergency which might have arisen in the meantime, or of the unexpected troubles which developed when the article was examined.

She will know merely that her bill was, to her mind, excessively large and will mark that down to the discredit of the shop. The dealer, who in the meantime may have had to spend several hours in securing parts or doing some intricate repair work, gets nothing but trouble for his pains.

Properly conducted, on the other hand, a repair department is a ready road to customer friendship. So thinks H. H. Courtright of the Valley Electrical Supply Company of Fresno, Calif., who has proceeded to carry out his ideas on the subject, with the result that the service department not only pays its own expenses, but is one of the store's best assets for building up a clientele of satisfied patrons.

Repair Service in Separate Department

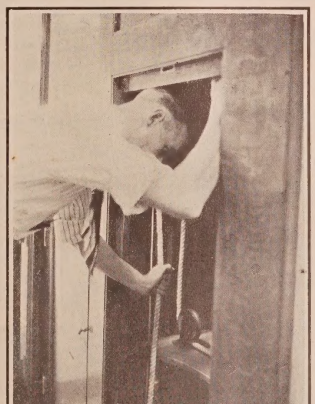
In the first place, the repair department has been made a separate department. It has an office of its own with a trained attendant always at hand. This man understands thoroughly the repair business. He is able to show a customer what is the matter with her appliance before she leaves it. He predicts with some accuracy how long it will take to handle the repairs and how much they will cost. This does away with all misunderstanding on the part of a customer who thought "there was something the matter with the cord," when in reality the element had burned out.

Because the man in charge is familiar with this work and with the amount of repair work already on hand, he can promise the date of return without risk of being unable to fulfill the promise. The man at the counter is not obliged to interrupt his sales in order to handle an unimportant repair item, nor is he forced to call someone else to his assistance in determining what is wrong with the article.

Minor repairs, such as the replacement of missing screws, or the repair of worn insulation on a cord are repaired on the spot, before the customer's eyes. No charge is made for small jobs of this kind which take only a few moments. The time and materials required are neglible, as balanced against the good will which comes from this free repair service.

Brings More Customers Into Store

Moreover, this induces more people to bring in their simple repair jobs, which accomplishes two things. It brings more people into the store in such a way that they feel themselves under some obligation, and it eliminates amateur home repair jobs which are more apt to discredit



A dumbwaiter connects the office on the main floor with the basement repair department. Articles ready for delivery are stored in the basement until called for. It is not necessary to have a row of unsightly shelves on the main floor. The neat appearance attracts women customers.

More than one thousand repair parts are kept in these little glass jars. Not only do they present a neat appearance, far different from the usual grimy boxes or bins, but they make for ease in locating items needed and make it possible to see when any stock is low.

the Trouble Department

"Service Department" Actually Is a Separate Department Which Pays for Itself—500 Jobs in Seven Months Mean 500 Friends

electrical appliances than to encourage their use.

Where the difficulty is something more important and time and materials are required to carry out a job, much trouble is saved by explaining this to the owner. Few persons understand the mechanism of electrical appliances and most of them are apt to distrust a trouble diagnosis which comes only when a bill for repairs is presented. If the matter is presented to them ahead of time, they will feel that they have had the privilege of deciding whether or not they wished to spend that much money.

Repair Customers Often Buy New Appliances

In cases where the cost of repairing would be more than the cost of the new appliance, it often is possible to make a sale on the spot.

When any appliance is taken for repair, a triplicate tag is made out. One section of this goes to the customer as a receipt and identification tag, one is filed, and one is attached to the article. If there are more than one part, each is tagged so that nothing can be mislaid. These tags are red in color, chiefly to aid a customer in distinguishing this receipt from other papers in her bag.

Maintain Two Service Wagons for Large Appliances

For larger appliances two service wagons are maintained. Each is completely outfitted with repair parts and manned by experts capable of handling simple repair jobs. If a job is a large one, the article is taken to the company's repair shop. For the sake of efficiency, all work, whether taken in over the counter or done on a customer's premises, is handled through the one repair office.

The repair shop where the work is actually performed is located in the basement and is connected by a dumbwaiter with the repair office on the main floor. Here everything has been arranged with an eye to convenience and ease of handling. Over one thousand repair parts are kept in stock.

Smaller items, such as screws, bolts and small parts of all descriptions are kept in glass jars similar to those used in apothecary shops. These are labelled according to sizes and the articles on which they are to be used, and are arranged in groups of related items, so that any one article can be readily located. Glass jars greatly facilitate the finding of items needed, and make it possible to see at once what stock needs replenishing.

In cases where a repair job will take only a few moments, the customer often decides to wait. This gives a salesperson an opportunity to show her over the attractive store and to point out some of the newer merchandise which may be new to her. Additional purchases often result from such a tour through the attractive store.

When the trouble is more extensive and a larger amount of time and material will be required to complete a job, the trouble is explained to the customer. The public is not well acquainted with the mechanism of appliances, so a brief explanation eliminates the possibility of dispute over charges for work done.

Records kept for the seven months period since this department has been organized show that over 500 articles have been repaired. Mr. Courtright figures that this means 500 friends for the Valley Electrical Supply Company.

A Service Department That Really Serves

As often conducted, a repair department is a trouble breeder.

Properly conducted, a repair department is a ready road to customer friendship.

So thinks H. H. Courtright of the Valley Electrical Supply Company, Fresno, Calif., who has proceeded to carry out his ideas on the subject, with the result that the service department not only pays its own expenses, but is one of the store's best assets for building up a clientele of satisfied patrons.

While the customer waits for her repair job to be done, she is shown over the attractive store of the Valley Electrical Supply Company. The repair department is in the rear as a separate department. It has an office of its own with a trained attendant in charge. This man shows a customer exactly what is wrong with an appliance before she leaves it. This does away with all misunderstanding on the part of a customer who thought "there was something the matter with the cord," when in reality the element was burned out. All disputes are thus eliminated.

What Happened to Jones

Buying for Stock Instead of for Sales and the Consequent Depletion of Operating Capital Brought About One Dealer's Failure

THIS is a true story. All that is suppressed are the names.

The city, which we will call Centerville, Ill., is a busy town of 150,000. Five years ago, when business was going with a rush, a man we'll call Ferguson opened there a large fixture and appliance store in a prominent location. He put in a big stock and did a big business. By the time business began to ease off he could show a big paper profit. He sold stock in his company, did a lot of advertising, kept sales up by every known means, looked busy and prosperous, and one night disappeared and left the business to his creditors.

There was a stock inventory of $66,000 at war-time prices. Total liabilities were considerably more than this. The committee in charge of things looked around for someone who would take the business off its hands.

Jones was a young man who had been working for Ferguson and knew the business. Besides he was an experienced electrical salesman, having been on the road at one time for a jobber. His father had some money.

So Jones made a proposition to take over the stock and lease for $33,000,—$5,000 to be paid down in cash and the balance paid in instalments. The creditors took the offer and Jones took the business.

Jones' father had advanced $5,000 for the first payment and a second $5,000 for operating capital. The stock was high-class merchandise, chiefly fixtures and parts. With good management, there seemed no reason why sales should not bring in the money to pay off the notes and put the business on a money-making basis.

Buying When He Should Have Been Selling

There was money in the stock but not in the cash drawer. Selling was vital, but Jones figured there was plenty of time. His stock was always worth the money. He had a couple of good salesmen and business was coming in. So Jones went to the fixture market.

He didn't go there with the intention of buying, but now that he owned a good-sized business he wanted to keep in touch with what was new. However, before he returned to Centerville, he had bought a carload of glassware. Not having a soundly established credit, he bought this on practically a cash basis and took $4,500 from the operating capital.

From this start he was short of money. Payments on the original stock had to be met regularly and then there always were current bills, for Jones bought regularly. He was, in the phrase of one who knew him " a chronic buyer."

Ferguson always had done a large fixture business with speculative builders. Jones continued to sell the builders. As they learned of his constant need of ready cash, they used cash to make their own prices.

Jones would estimate a fixture job at $150. When the builder needed the fixtures he would walk in and ask Jones what he would take for them. After an argument the builder would offer, say, $75 cash, which Jones

Too Much Buying—Not Enough Selling—Buried Jones

"It's no good trying to be too big in a hurry. The thing for Jones to have done was to have brought the size down instead of trying to keep up to it. When a man is stripped to his own weight, there is nothing that can beat him."

This is what Smith had to say. Smith is the man who bought out the stock of Jones when the latter's business was about to go on the rocks.

Jones spent most of his time buying when he should have been selling. Smith knew better. He started right in selling Jones' old stock.

would refuse indignantly. The builder would stick to his offer, and since Jones needed the cash, the fixtures would go out to the job at about half what they should have brought.

This naturally created a problem for the other dealers in town. Right across from Jones was Smith who had been in business as a contractor-dealer for fifteen years. Smith's fixture business felt the competition, but he kept on doing business at a profit. He did less business, but he made a profit on every transaction.

When, after two years of this, Jones was ready to quit, wanted to quit, had to quit, he came over to Smith to sell out.

Jones owed very little money. For months he could buy only for cash. He bought for cash even when there was little or no cash for anything else. His trouble at the end, as at the start, was lack of cash on which to run the business. His father had put in a third $5,000 which was gone. The original creditors had been paid, but present needs were pressing, so he took Smith's offer of about $5,000 for the stock as it stood.

Smith had the $5,000 to pay him cash. Of course he had it, having always made a profit and having kept his credit clean.

Smith Showed How It Should Be Done

When Smith took his purchase over, there was nearly as much stock visible as when Jones had bought it two years before. Much had been sold, but Jones had busily filled up the gaps with new purchases. Smith didn't take an inventory or spend any time on looking around. He started in to sell.

He gathered up a few barrels of glassware and put them out on the sidewalk. Small shades marked five cents each, better ones a dime.

The pick of the appliances he took over to his store to sell at regular prices. The balance he slaughtered.

There were a dozen high-grade, high-priced fixtures in stock. One of these, a silver and crystal affair, had been hanging in the window for years marked $400. Smith called up a wealthy woman in Centerville for whom he had been doing some work. He told her he wanted to hang a fixture in her music room. If she wanted it at a price, she could buy it after she had seen how it looked.

He hung the $400 fixture and she bought it for $90. As he was selling the stock out, he asked for cash on this and got it. In similar transactions, he received cash from people who were accustomed to buying on open account, but who paid cash because the price was made to induce cash payment.

Old Stock Turned Into Cash

There were two heavy, unopened cases that everybody in Jones' stock room had been stumbling over for two years. Smith opened them up and found them filled with brass receptacle plates with hinged cover, a plate not permitted for use in Centerville. He sent a wire to a contractor in a nearby city where he knew these plates could be used and offered them at five cents apiece for the lot. He got an immediate answer to ship them c.o.d.

With a little newspaper advertising, some signs and the sidewalk full of small items that the public bought and which brought the public in to see what else they could buy, Smith sold $5,000 worth of this stock in five days and sold it all for cash.

Then Smith took into his own stock all the fixture parts, hickeys, joints and wiring supplies that he could use handly and the balance of that fatal carload of glassware which after two years was almost intact. All this stock filled a fair-sized basement that Smith rented for storage at $15 a month.

There still was left a big fixture and parts stock which Smith sold "as is" for $5,000 to another contractor who could use it.

So out of all the successive losses of manufacturers, jobbers, stockholders, Jones and Jones' father, there was finally made a profit. The profit was made by Smith who had kept right on with his policy and prices in the face of destructive competition.

When I asked Smith why he hadn't taken over the stock to sell at regular retail or why he hadn't run the Jones store in addition to his own, Smith put it briefly:

"It's no good trying to be too big in a hurry. The thing for Jones to have done was to have brought the size down instead of trying to keep up to it. When a man is stripped to his own weight, there is nothing that can beat him."

Circus Publicity Methods for Greater Sales

Human nature loves a parade. Every circus which comes to town stops traffic and business for a few minutes on the day of its arrival, with the result that every man, woman and child in town knows what is going on. That this is good advertising was the conclusion of the Pacific Power and Light Company of Portland, Oregon. In consequence, they offered a prize to the best publicity stunt which was gotten up by any of the district offices in connection with the recent annual vacuum cleaner campaign.

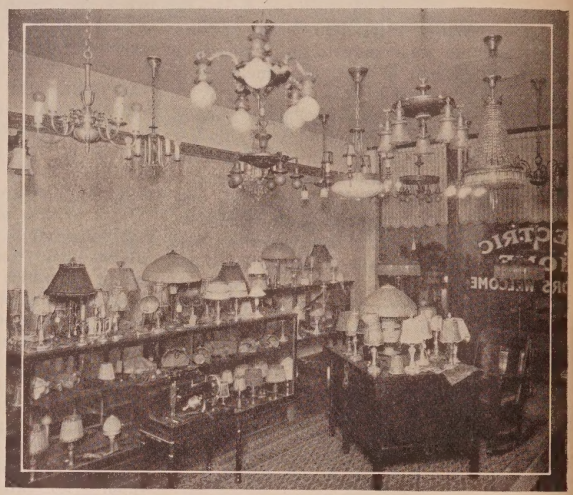
The winning district staged an impromptu parade by dressing a delivery wagon or two as simple floats, with costumes for the sales force.

The Walla Walla district of the Pacific Power and Light Company staged a parade in connection with a vacuum cleaner campaign. Before the afternoon was over, every one in town knew about the campaign. Salesmen played clowns.

How Barrows' Own "Home Electric"

When the attention of Pittsburgh was directed to lighting fixtures by the Home Lighting Contest, the Barrows Electric Shops, Inc., opened their electric home occupying the entire second floor over the store. The cost of building, wiring, and furnishing the rooms was, approximately, only $3,000. Signs on the first and second floor windows invite passers-by inside.

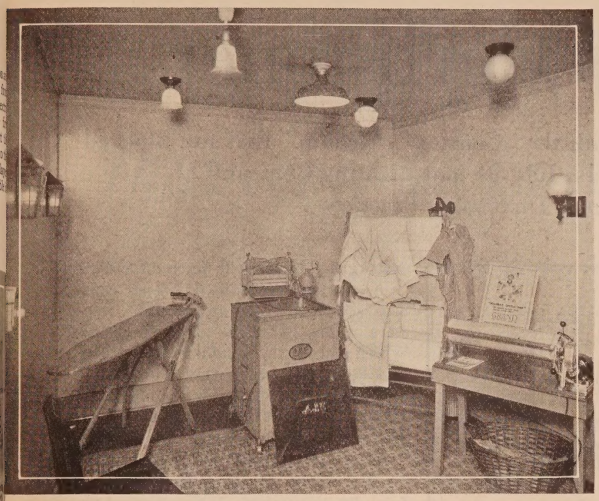
A wide variety of table and floor lamps and ceiling fixtures are displayed at the front of the second floor which the home electric occupies. The stairway from the first floor comes up at the right, so that the display room serves as an entrance to the home. The lamps and fixtures displayed afford a greater variety than is possible in the rooms of the home.



Fixtures are shown in the first-floor show-room in the usual manner. The stairway to the home electric is just inside the front door, so that George Barrows, proprietor of the store, and his salesmen can guide prospects right up to the home electric when advisable. By getting customers away from this conventional type of display, Mr. Barrows is able to increase the quantity as well as the average price of fixtures sold.

The corridor into which the rooms of the electric home open are used for the display of somehwat lower-priced fixtures than are exhibited in the rooms themselves. Appropriate fixtures are placed in front of each room. Switches at the right of the corridor control six circuits to each room, one circuit for four brackets and one circuit each for the five ceiling fixtures.

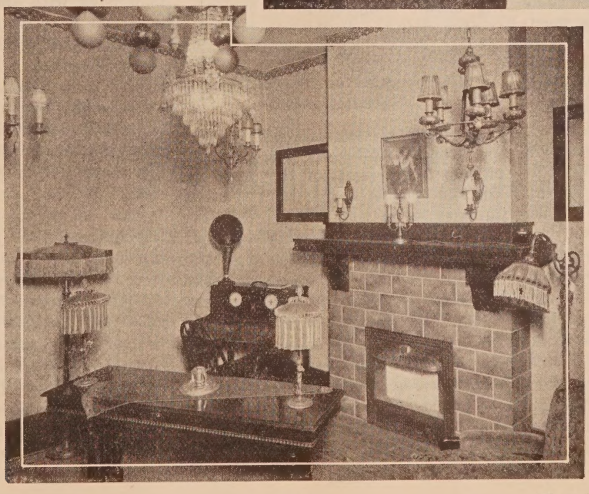
Helps Him Sell Better Fixtures



Porch, basement and laundry lighting units ranging in price from $2.10 to $14 are displayed in the laundry, which serves not only as a fixture display room, but as a show room for electric washer and ironer. To the woman who comes in for a fixture, the room suggests, "Buy a washer also."

The dining room, as each of the other rooms, is equipped with five ceiling fixtures and two pairs of brackets The ceiling fixtures range in price from $52 to $110, and brackets from $7.75 to $26.50. This type of display often influences a customer to spend $125 for fixtures, when the builder's original estimate is only $50.

Bedroom ceiling fixtures range in price from $9 to $46.50, and brackets from $6.75 to $8. Electrical appliances are displayed here also. On the bed is a heating pad, and on the dresser, hair dryer and curling iron.



Living room ceiling fixtures are priced from $52 to $110, and brackets from $7.75 to $26.50. Here, as in the other rooms, customers may sit in comfort, while each fixture is lighted and displayed. In this setting, customers see the true value of good fixtures, so they do not buy on a price appeal. This is real fixture merchandising.

Curbing the Curbstoner

How a Local Electrical Association Dealt with the "Courtesy Discount" Evil and Blocked Carpetbagger—Contractor-Dealers, Jobbers and Lighting Company Worked Together to Settle Disturbing Practices

BUSINESS was slacking up in 1921. Conditions at that time were pretty adverse to every trade, and in addition the electrical trade had some special troubles of its own!

An electrical contractors' association which used to hold weekly luncheons in a Pennsylvania city for the discussion of electrical problems, developed into a comprehensive electrical association about that time.

Some jobbers' representatives used to attend these contractor luncheons. In discussing the difficulties they were up against, the contractors saw clearly that the contractors' association alone could not deal with the problems presented. The association, in fact, did not even include all the contractors in the city, and the job ahead needed to be dealt with by all the elements of the electrical industry in town.

An invitation was sent out to all the jobbers, to the lighting company and to the non-association contractors. The association, including all these elements, was formed at this first meeting. There were only eighteen members at the start, but the association quickly grew to include everybody in the city who could qualify for membership. The meetings that followed were a series of business conferences between all the electrical forces that must co-operate to serve each other and the public.

If a contractor had a criticism of lighting company policy or methods, a representative of the lighting company was a fellow member of this association and on hand to discuss the matter.

The same thing was true of the six jobbers in town. All were members and all were ready to go into any situation to bring about harmony of policy or to present defenses of their attitude.

The majority of members were dealers as well as contractors and they had complaints which dated from far back. As contractors, they objected to the jobbers extending trade discounts to any journeyman electrician who took a wiring job. Such jobs often done at night or on spare time were done on a basis that yielded the wireman nothing more than the pay for his time, constituting unfair competition to the contractor doing a legitimate business subject to overhead charges.

Local Co-operation Stamped Out Evils

Out of a series of weekly luncheons of an electrical contractors' association, there grew a comprehensive electrical association which did much to eliminate disturbing elements in the local electrical trade.

Compromise on Discounts Satisfies All

As dealers, they objected to the granting of trade discounts to employees and friends of the large industrial corporations who bought supplies from the jobbers. As the city is a mining and industrial town and the business of these big companies formed a necessary and valuable element of the jobbers' businesses, they could not, without jeopardizing this business, deny courtesy discounts to executives and employees of these companies.

The dealers realized the situation and were reasonable about it, so a compromise that suited all parties was agreed to without much difficulty.

A courtesy discount of 15 per cent was set as the outside limit the jobbers would grant in all such cases, which discount was sufficiently within the dealers' margin that the dealer was not only protected but could himself extend it to any industrial connections he had made.

The matter of the shoestring contractor was similarly solved by friendly discussion. It was agreed to be only fair and in the interests of good credits to protect, by a difference of 25 per cent, the contractor maintaining a store or business headquarters, against this unfair competition.

When a wireman comes into one of the jobbers' establishments to buy the material for a wiring job, he is required to state the purpose for which the material is bought, whether he maintains a place of business, how many men he employs, how long he has been in business, etc. If he can not satisfy them that he is legitimately in the contracting business, he is sold at a charge of 25 per cent over the net which would have been charged a regular contractor.

In many cases this sends the wireman back with the job to his own boss. It effectively discourages the wireman seeking these odd jobs.

If, however, a journeyman electrician with a good record wants to go into business as a contractor or contractor-dealer, he is given every encouragement. He gets his trade discounts and is welcomed into the electrical association.

The contractor-dealers, realizing the concession the jobbers were making them in this co-operation, agreed to confine their purchases to the local jobbers. This system has been in effect for two years and has worked to everyone's satisfaction.

A city free from at least minor disputes among the electrical interests is rare. The experience in the above city shows that much can be accomplished by co-operation.

Problems

that come up in every-day business

Is it worth while to give special consumer discounts?
How much do fixture salesmen earn?
Will increasing turnover increase profits? How?
Is a balcony floor, as a selling floor, profitable?
Has "good-will" a real value?

Fixture Salesmen's Commission, Ten per Cent

QUESTION: *What is the average percentage paid to lighting-fixture salesmen who work wholly on commission?* *Inquiry* 122

ANSWER: In the electrical trade it is a very common practice to pay fixture salesmen (selling installation jobs to residence customers) a commission of ten per cent. On large lighting jobs where the volume is greater and where competition forces the shaving of prices, such salesmen's commissions may not exceed five per cent.

Does Special Discount-Giving Pay?

QUESTION: *A new consumer organization is being formed in my city. The organizers are seeking to interest one merchant of every type in it, and have asked us to join. We are required to give a discount of ten per cent to every consumer member. The argument is that it will increase our business through volume purchases by the many members of the organization. What do you think of it?* *Inquiry* 123

ANSWER: The answer, in one word, is "bunk." This whole question of increasing business by the giving of a consumer discount is nothing more or less than misleading. In the first place, what is the inducement for you to give such a discount? Because of the members of the organization? If it is that—it does not seem to us to be sufficient. You have no guarantee that they will trade with you. Furthermore, if you give discounts to one organization's members why shouldn't you give it to others? Try giving a discount to any group and you will find just what hundreds of other merchants have found.

Experience shows that many of these fancy "discount-giving schemes" increase the merchant's cost-of-doing-business by at least two per cent, (measured in terms of sales). Thus, if the merchant's profit would otherwise be three per cent, two per cent increase in his expense will leave him only one per cent profit. Ultimately the customer must pay the bill. And that's not all—don't think for one moment that you'll be the only fish in the pond. Over night, other merchants will follow suit in some other way. Other organizations will present themselves requesting you to give discounts to their members. Then what—instead of a competition in merchandise quality we will have a competition in discount giving. No sir, we say—don't do it.

How Does Increasing Stock Turn Increase Profits?

QUESTION: *On all sides we are advised to increase our stock turn, if we want to make more money. Will you explain for me just how it works?* *Inquiry* 124

ANSWER: Let us say that you, as a merchant, have $10,000 on which to start a business. You have picked out your store in a good location. You have estimated what your expenses will be for three months. Then you have deducted this amount from the total $10,000—for that's a pretty good thing to do, to insure carrying over this initial period.

Now, you have $6,500 to invest in stock or merchandise. You use the whole of it to buy appliances from your jobber. The first year you find your net profit has been 3½ per cent of your sales, and your sales have been $26,000. In other words, you have really sold that $6,500 worth of merchandise four times, and you have made $910, or 3½ per cent of your total sales volume, in doing it. This means that for each time you sold the $6,500 average inventory, you made $227.50.

It means that you made 14 per cent on your inventory investment or merchandise investment, and about 9 per cent on your total investment of $10,000.

Let us for a moment now say that we increased this stock turn five times. In other words we sold the $6,500 worth of merchandise five times, and have a sales volume of $32,500. At the same time we have not increased our overhead expenses, and we have not increased our stock investment. According to this, we still would make the same proportion of net profit, or 3½ per cent, equaling $1,137.50.

This would be a net profit of 17.5 per cent on inventory investment, or 11.3 per cent on the total investment. In dollars and cents figures—with a stock turn of four times you enjoyed a net profit of $910. But with a stock turn of five times, with the same investment and with expenses running the same proportion to the sales volume, you enjoy a profit of $1,137.50—a difference of $227.50.

Does a Balcony Floor Pay For Itself?

QUESTION: *Have you heard retailers express themselves on the advantage or the disadvantage of a balcony floor in selling electrical merchandise? Do they find that the extra space can be used to advantage in selling goods, that they can get customers up there to buy, or do they find it an extra show place only, and a disadvantage in inducing customers to go on the mezzanine floor? To put it in a nutshell, does a mezzanine floor pay for itself? Inquiry* 125

ANSWER: For the most part, we find these mezzanine floors, especially in small stores, mostly occupied by offices or non-selling departments. Without any question, there would be a decided difficulty in getting customers to go to such a floor, and we question its earning power, if used for selling departments.

Many merchants feel that a customer would much prefer to go to a second floor where not only room, but a proper display of merchandise, may be obtained, and it seems the space would better pay for itself.

Electrical Merchandising has no figures or statistics on the results of sales from a mezzanine floor as compared with the sales from the regular selling floor. However, this is undoubtedly one of the questions which our Merchandising Department will take up for study in the future.

How Should a Salesman Gage His Sales Talk?

QUESTION: *When a customer asks for an appliance, should a salesman try to sell her a higher priced one, then drop, or sell customer a lower priced one and then try to raise to the higher? Inquiry* 126

ANSWER: If a customer asks for a certain type of appliance, the salesman should show exactly what she asks for. Then, if he thinks he can sell a higher priced article and that this higher priced article *is better* for the customer's use, he should call attention to it. Often a higher priced article is more satisfactory.

In case no price is mentioned in the request of the customer, it would seem to me to be a job for the salesman to decide. We should rather favor showing the customer a higher priced appliance and then come down. If the salesman knows the customer's leaning, that's one thing; if not, he should use real salesman instinctiveness and judge the answer for himself.

In any case, every sales clerk should remember this very definite and worth while rule of selling, "Satisfy the customer." Don't look at just the initial sale for the dollars and cents value. We would much prefer to sell a woman a $1.59 article in place of a $5 one if we knew by so doing we were building real good will, and *satisfying the customer.* After all, repeat sales are made through confidence by customers in the store and by the establishment of a reputation of service to customers. *These repeat sales are what pay, not the initial sale.*

Value of Good Will

QUESTION: *We are considering selling our electrical contracting business of five years' standing, and have been told that in setting a price it is customary to include an item for "good will." Can you tell me how to figure the value of this "good will" in a retail business? Inquiry* 127

ANSWER: "Good will" in any business, is the amount which capitalizes the continuous earning power of that business, *beyond* the fair business profit which the owner has a right to expect on his investment in stock and equipment. For example, suppose on a total capital investment of $4,000, your business has earned (continuously over several years and may be expected to go on earning) $1,500, after all expenses and salaries are paid. On a $4,000 investment, a business man would expect to earn 15 to 20 per cent, that is $600 to $800. The remaining earnings of $700 to $900, if of such nature that they may be expected to go on in spite of the change in ownership, could then be capitalized at the same earning rate as real capital, say 15 to 20 per cent, thus representing $3,500 to $4,000 of "good will" on which the purchaser of your business will earn a return, and for which he should expect to pay.

Show Customer She's Getting Quality as Well as Price Value

QUESTION: *The question has come up in our store recently, particularly in training one of our sales clerks, as to whether or not the question of quality only should be stressed and price ignored, or should both be argued in the sales talk to a customer. Inquiry* 128

ANSWER: There is a very definite place in the sales talk for both of these subjects. Quality of merchandise should by all means be stressed, but it is the price that is used in comparing merchandise, many times, by the purchaser. In other words, it's a case of showing the customer he is getting his money's worth or more. As to which should take precedence or should predominate, quality might come first, but here again much will depend upon the customer's buying habits. However, in any case, quality stressed at a right price is the surest way of building a sound, lasting business.

How Should Installment Sales Be Treated In Reporting My Income Tax?

QUESTION: *Though I have studied my income-tax return very carefully, it is not exactly clear as to how installment payments should be treated. In reporting the gross income from such installment sales how shall I do it? If I report the whole amount at the time the contract is made, it seems I might be paying out tax money on income I did not actually receive during 1924. Again suppose the account goes bad. Uncle Sam as usual would never lose. But where would I be? Can you give me any help on this, explaining just how I should handle it? Inquiry* 129

ANSWER: Do not report the entire gross income as you would if the transaction were a cash sale. Instead, report as income only the gross profit or margin on the total amount *actually collected* during the year. Let us say for example that you have sold a washer for $300. You receive $20 down and the rest you hope to get over a period of fourteen months, at the rate of $20 a month. Now let us say that on this washer your margin or gross profit would be 40 per cent, in other words $120. Then report 40 per cent of each installment payment actually received during 1924, as your gross profit or gross income. In other words, if you received a total amount of $240 during the year 1924 towards the washer 40 per cent of this or $96 would be your gross income to be reported.

Articles No. 42 and 65 of Income Tax Regulations cover this point pretty clearly. If you do not have a copy in hand address a request for one to the nearest office of the Internal Revenue Collector.

Increasing Profits by Reducing Sales

Methods That Put Merchandising on a Sound Basis for London Hydro Shop — Cut Down on Variety of Lines — Eliminated Outside Salesmen

THE Hydro Shop of London, Ontario, Canada, is operated by the Public Utilities Commission as a public service which must pay for itself. If the operation of this shop shows a loss, then methods must be changed so that the shop shows a profit or at least breaks even.

For a number of years the London Hydro Shop had made a profit, but for the year 1922 there was a net loss of $9,758.21. For the first five months of 1923, the operation month to month continued to lose money and a heavier loss was in prospect for the year 1923 than for the year 1922.

However, on June 1, 1923, G. W. Blay, who had been studying the situation, took charge of the shop and by a change of policy and close management, not only ran the business without loss but made up the losses of the first five months and showed for the total year's operation a net profit of $2,493.

Before taking up the account of the methods which brought about this result, let us compare the detailed figures for the two years:

	1922	Per Cent Sales	1923	Per Cent Sales
Total sales	$224,150.49	...	$197,551.43	....
Total expenses	45,316.18	20.0	39,772.83	20.0
Gross profits	35,557.97	15.8	42,266.11	21.3
Net profit or loss	—9,758.21	...	2,493.28	1.5

The itemized expenses for the two years were:

	1922	1923
General expenses, misc. (includes rent)	$6,512.59	$7,487.85
Wages, salaries, commissions	21,176.69	18,357.62
Advertising	6,957.62	5,204.69
Printing, postage, stationery	1,131.34	627.56
Interest paid head office	7,154.85	6,245.60
Motor expenses	571.31	163.89
Loss, uncollectable accounts	.....	812.31
Loss revaluation of stock	1,811.78	732.75
Sales tax	.....	140.56
Totals	$45,316.18	$39,772.83

Investments were:

	1922	1923
Inventories	60,133.02	45,915.26
Accounts receivable	82,344.91	59,753.80
Total	$142,467.93	$105,669.06

Summarizing these tables one sees that in 1923, with a decrease in sales of 12 per cent, there was a decrease in stock of 25 per cent, which means a better turnover; a decrease in accounts receivable of 28 per cent, which indicates more cash sales; a total decrease in investment of 26 per cent resulting in lower carrying charges. Most important there was an increase of one-third in percentage of gross profit.

Operation for Profit Instead of Volume

In 1922 this business was operated to produce volume sales. With Mr. Blay taking hold in 1923, volume was made entirely a secondary consideration. The business was run to produce a profit.

The profit shown on the year's operations is only 1½ per cent, the equivalent of cash discounts taken. However, compared with the net loss of about 4 per cent of the year before and in view of the very small margins of gross profit, it is an accomplishment that offers some constructive suggestions.

Margins of discount in Canada are smaller than on corresponding merchandise in the United States. Twenty-five per cent is a prevailing discount in Canada and much merchandise is bought on a still smaller margin. The 1922 operations of the London Hydro Shop, as shown by the figures, were done on a gross average margin of 15.8 per cent.

Building up this margin was the first necessity to operating at a profit, so Mr. Blay set himself to buy on a basis which would yield the necessary larger margin.

One of the reasons for the low 1922 margin was that goods were bought to provide variety of makes. Twelve different washing machines were carried and four makes of electric ranges, two vacuum cleaners and equally varied lines of heating appliances. This resulted in small purchases from any one manufacturer or jobber and consequently smaller discounts.

Mr. Blay selected four washers, one each of the vacuum, cylinder, oscillating and dolly types. Sales for a time were concentrated on clearing out all the other washers in stock. Two makes of ranges and one vacuum cleaner were selected similarly and stock sold out on the other makes.

On the cleaner adopted, a resale agreement was entered into with the manufacturer, reducing sales cost and sales supervision for the Hydro Shop.

Lamps, which formed a fair proportion of 1922 sales at a total gross

Pulling An Appliance Business Out of a Hole

IN 1922, the London Hydro Shop lost $9,758.

In 1923, the first five months showed a proportionate loss, but in the last seven months of the year this loss was retrieved and a net profit of $2,493 earned for the year.

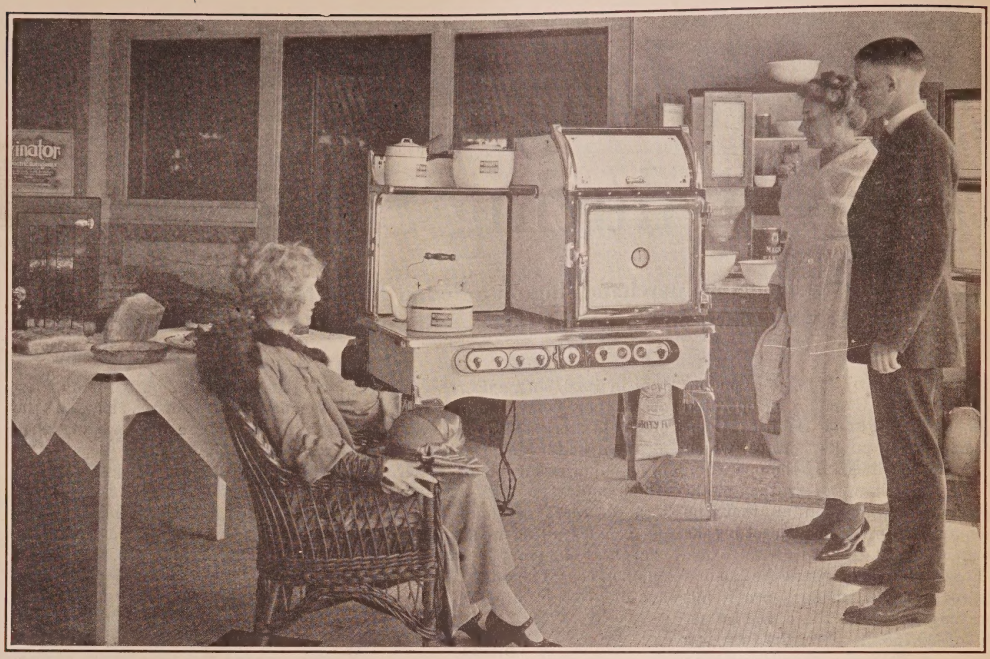
This was accomplished on comparatively low margins by the following methods:

Close control of stock; reducing number of lines handled;

Concentrating on store sales and increasing the proportion of cash sales;

Keeping monthly detailed statements analyzing all factors in the business; and

Directing sales toward profits instead of volume.



A publicity photograph used in the London, Ontario, papers. A popular actress from the local stock company is here comfortably hearing the electric range story from a demonstrator and a salesman. This shop sold 596 electric ranges last year. There are over four thousand ranges in use in London. That is the strongest selling argument for the housewife.

profit of $740, were developed into a much larger share of the 1923 business, and showed a gross profit of $3,614. It was found that the volume and the average profit on lamps could be increased without a great increase in sales expense.

This was done chiefly by going into the wholesale lamp business. Business and industrial firms were supplied and the volume thus created brought larger discounts for the retail lamp business.

Freight and express in do not show as separate figures, since they were charged against merchandise cost and reduce the margin, but they were a substantial charge.

Bought Locally to Reduce Stock and Increase Margins

Major appliances had been bought from distant suppliers to provide exclusive lines. Mr. Blay's policy was to buy major appliances locally, without regard to whether or not he had them exclusively. By this local buying he got prompt delivery to his door; he reduced stock investment radically, and he was able through concentration of purchase to get a larger discount.

A new selling policy was adopted. It was based on the same idea as the new stock policy. Sales were to be made for profit and not so much for volume. Five outside salesmen on a commission basis were replaced by one salesman on a salary whose business was not canvassing, but following up leads developed from the store.

Advertising was cut 25 per cent. The cut was in promotional advertising. As homes in London are practically 100 per cent wired, this could be done without injury to the future electrical development of the city. Advertising space was devoted to selling merchandise. Some advertising was done on a basis of cost shared by appliance manufacturers and the Hydro Shop.

"What was the effect on your appliance sales when you discharged the outside sales force?" the writer asked Mr. Blay.

"Only a slight decrease in the sales," was his answer. "There was an actual increase in the satisfactory character of sales that were made. There is a demand for ranges and washers and people will come into the store to buy them.

"The canvassing salesman does not create demand. He simply is a means of reaching the customer who needs an appliance. We have found that customers which the outside men formerly reached can be brought in to buy by means of advertising. A great influence on buying has been brought to bear by the large number of electrical conveniences owned and used.

"There are over four thousand electric ranges in use in London. That is the strongest selling argument for the housewife, and is one which does not require a salesman to get across.

More Cash Sales Made in Store Than in the Field

"A salesman, in addition to digging up the prospect, is supposed to be essential to closing the sale. High pressure is regarded as necessary to get a possible buyer to make up her mind. However, we have used premiums with success for this purpose. A set of high-grade useful cooking utensils is usually as effective in making a woman 'buy now' as a salesman's argument.

"It is noticeable that we get more cash sales in selling the woman in the store. The salesmen did not work very hard to get cash sales. They figured that sales resistance was lower on the payment sale, so concentrated on that.

"Service costs as a profit leak now are watched carefully. Four men take care of all delivery, stock and

service. One man supervises delivery and service and takes care of small repairs; two men handle deliveries and outside service calls other than ranges, and one man services ranges.

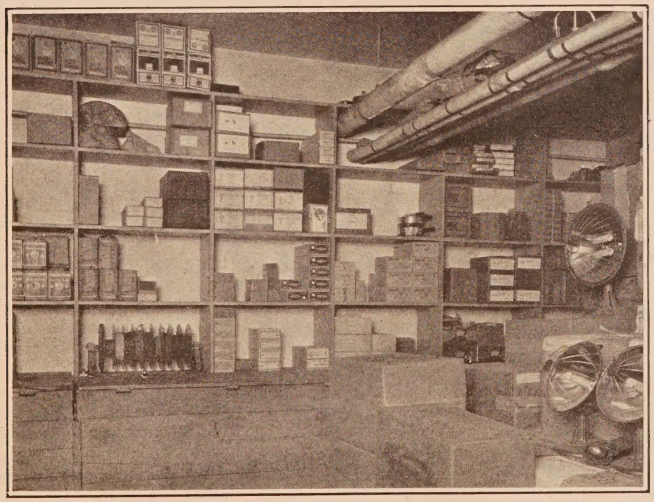
"All service under the year's guarantee on appliances is charged to merchandise cost. The customer pays for all other service. There is a flat charge of 50 cents for replacing a fuse and a schedule of charges for other service calls. Consumers calling for service are told what the cost will be before a man goes out on the call.

Statements Show Where Cuts Should Be Made

"One of the greatest helps in keeping revenue and expenses in line with each other is the monthly statement that is a complete analysis of sales, expenses, stock, investment, collections, etc.

"From our observation and experience, now that business has come back to normal, we believe that the only way that a central station can operate an appliance shop at a profit is by watching the operations most carefully and by having a complete system of bookkeeping so that monthly statements may be produced and expenses cut when it is necessary to do so.

"We are following this plan at the present time and are reducing our stock, and have already reduced our staff. We find this method is working out to our advantage. We do not think, however, that much money can be made in the appliance business with the present small discounts allowed the dealer or central station."



Watch the stock. By buying from local suppliers and concentrating purchases on fewer lines, the Hydro Shop decreased its inventory 25 per cent and increased profit margins from 15.8 per cent to 21.3 per cent. This is the stock room.

The Cozy Glow Kid's Dream

I am one of those chubby little fellows you have seen in electrical store windows dressed up in nothing but a towel and standing in front of the "cozy-glow" heater. My chief business in life is to look cute, and it really is not enough to keep me busy all the time, so occasionally I slip off to dreamland. The other evening I had a very interesting experience during one of these trips.

It all started with a voice—the most peculiar voice I ever heard; high pitched and metallic. "Oh, how I wish I could have said something this afternoon," it was saying. I glanced around into the store, removed some of the bath towel from my ear and listened. It was the electric range talking to the waffle iron. It certainly seemed strange, but that is actually what was happening!

The conversation continued, "I know I could have convinced that woman she really needed me, but the salesman kept talking of watts, voltage and heating elements. She was bored to death, I know, and kept glancing at her watch every minute. But she was just waiting to rush off home to get dinner on the old-fashioned stove. Poor thing, how many glorious afternoons free from worry about cooking I could give her, but he never told her that. Sometimes I think these wonderful humans are very stupid."

"I agree" said another voice, smaller and weaker than the other. It was the curling iron. "A girl came into the store the other day to buy a traveler's iron. Said she was starting off to college. She had the loveliest hair, but how messy and untidy it looked. I would have given anything for an opportunity to curl it up prettily as it should be, and help her successfully through the wonderful time of dances, parties and beaux she was about to enter, but the saleswoman sold her the iron and forgot all about me sitting right there at her elbow."

Lost Opportunities

Then there was a third voice rather deep and hollow. It was the tumbler water heater. "Just this morning, a woman came in with the dearest baby I ever saw. Of course, the saleswoman spoke to it and duly admired it. The mother admitted it was a darling, but told of its annoying habit of waking up at five every morning, and how much trouble it was to heat a bottle. If I only had half a chance, I would have told that mother how easily I would heat the baby's bottle without any bother or waiting for water to heat, but the saleswoman never even mentioned me."

"While we're on the subject," piped up the vacuum cleaner, "there are lots of things I could do around this very store, but they never give me an opportunity. Just look at the dust in the window, for instance, and the floor and those chairs over there. The place needs a thorough cleaning, but the 'boss' would sooner tinker with his radio set than make his store attractive so that customers won't be afraid of ruining their clothes when they come to buy something."

Just then an automobile passed with glaring headlights shining right into my eyes and I awoke. As I blinked, still half asleep, I wondered if what they said was true, and wished the "boss" and the sales people could have heard what I did.

Plans That Helped Sell $88,000,000

In Knoxville, Tennessee

Power and Light Company Used Salesmen, Boy Scouts, Door Knobs, Newsboys, Newspapers and Show Windows to Sell 148 Washers in 26 Days

WHEN W. R. Sammons, commercial manager, Knoxville (Tenn.) Power and Light Company, ordered a carload of washing machines, there was no widespread confidence that they all would be sold in a year's time.

During the nine months following the opening of the new store of the Knoxville Power and Light Company, however, Mr. Sammons had been studying the increase in washer prospects and he knew that the time was right for a washer campaign. Results proved his judgment good, because shortly after the campaign was launched, a second carload had to be ordered, rush.

Advertising was built around the theme, "A copper washer for a silver dollar." For several days the newspapers were "spotted" with this slogan, in heavy bold face type and no signature. Then, simultaneously with the first large newspaper ads setting forth the whole proposition, every newsboy on the streets of Knoxville sported a black and orange cap bearing the line, "A copper washer for a silver dollar."

Fifty boy scouts were hired at a dollar a day each to hang on door knobs tags explaining that one dollar down and the balance on easy monthly payments would put a copper washer in the home.

The store windows attracted a lot of comment. One window was filled with washers and the other was dressed with two wax figures borrowed from a department store. This window showed washday before and after using the electric washer.

In order to sell 148 washers in 26 working days meant that four salesmen had to work pretty fast. They worked evenings as well as through the day.

These were the regular outside salesmen who are paid on the basis of $50 a month in addition to a commission of ten per cent on all sales.

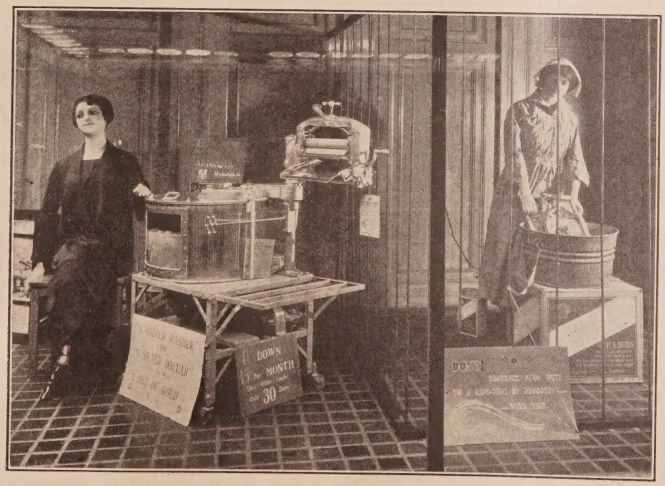
As an extra stimulator, cash prizes totaling $100 were offered to the salesmen making the highest record.

Advertising cost approximately 2 per cent of the gross sales and the total cost to the company for salesmen's salaries and commissions, prizes and advertising was 15 per cent on the total sales.

In Lorain, Ohio

Public Service Company Hung Out a Wash to Flag Passers-by—Pulled Even Men Right Into Store

UNEXPECTED sales methods often bring unexpectedly good results, is the philosophy of "Jimmy" Price, who held a successful cut-rate sale just before Christmas, and then made January a profitable month in high-priced goods. Price is officially known as J. M. Price, manager, sales department, Lorain division, Ohio Public Service Company.



This window of the Knoxville Power and Light Company helped put the washer idea over. Not a new idea, but the "before and after" theme is always effective. One sign reads, "A copper washer for a silver dollar will be worth a pot of gold to you." Another reads, "DON'T sentence your wife to a life-time of drudgery with this."

It was early in January, straight into a flood of Christmas bills, when Price launched a demonstration that sold twelve electric washing machines in four days. His advertising appeal was directed chiefly at men.

From the O. P. S. store on Broadway, Lorain's main business thoroughfare, to a corner telephone pole, he hung out a flapping line of washing. It was only a common, back-yard variety washing of khaki, white and bright-colored, men's shirts, but on Broadway it caught the pedestrian eye.

From there, the attention dropped to a window where a washing machine cheerfully churned out white suds. Beside it, laboring at a tub, was a woman looking as washed out as the clothes she scrubbed.

A large part of Lorain's population is made up of the foreign-born

in Washers in 1924

laborer type who believes that his wife was born to work as hard as he does. This view of her seen in the glare of public opinion, however, gave his pride a jolt which was sufficient, in some cases to loosen the strings of his purse. Of those who stopped to examine the washer, the average was four men to every two women.

"It is the men who actually buy washers, ironers, lamps and radios," says Price. "A woman always wants these articles, but even if she does buy, she will bring her husband along to approve the sale.

"A woman never forgets a bargain, though, so we stage our bargain sales for their benefit."

About the middle of December a nationally known "five cent to a dollar corporation" opened a store in Lorain. Seizing an opportunity when the public would be down town and in a buying spirit, Price prepared for a dollar sale. In 55 minutes the cash receipts totaled $1,000. Electric bulbs, irons, heaters, waffle irons, curling tongs, toasters, lamps, and sweepers were sold.

The smaller accessories were wrapped and piled in a display window. The purchaser paid one dollar for the privilege of picking a package from this pile. One out of ten packages contained a number corresponding to one on an electric sweeper or floor lamp. All articles were valued at one dollar or more.

Eight months ago this store was among some 80 Lorain business houses which were wrecked in a tornado. With the front of the store blown off and the roof damaged, business was transacted with people who had to present a written pass.

"Any time is selling time for electrical merchandise," says Price.

Here Is a Record That Will Be Beaten

The electrical industry collected $88,000,000 from 612,-064 washer customers in 1924, according to the latest figures announced by E. B. Seitz, executive secretary, American Washing Machine Manufacturers' Association.

This represents an increase of 47,064 sales over those of 1923, or 12,064 over the prediction for the year, made in the February, 1924, issue of "Electrical Merchandising."

A conservative prediction, based on last year's increase and considering the general prosperity of the country, would place the 1925 sales at 650,000 washers, representing a retail value of $92,-950,000.

In Portland, Oregon

Pacific Power and Light Company Held Contests Which Brought Out New Sales Points from Old Customers

AS A REGULAR part of its annual washer campaign, the Pacific Power and Light Company, Portland, Ore., holds a contest, with electrical equipment as a prize. This has aroused so much interest and has afforded such an excellent list of interested prospects that it has been established as a regular custom. The question is, of course. What shall be made the subject matter of the contest?

A year ago, a new washing machine was offered as a prize to the person owning the oldest washer of the make in question. Some interesting machines with remarkable records of service were brought out. The prize finally went to a Washington woman who had been using her machine for fifteen years.

This contest not only aroused interest, but focused attention upon one of the greatest selling points of the machine, its durability and long life. Of course the picture of the prize winner later made excellent advertising material, both for the power company and the manufacturer of the machine.

Recently, a new idea along similar lines was sought. It was not possible to repeat the contest, for all the old machines were located, but it was believed desirable to stress again one of the talking points of the machine. A prize was therefore offered to the owner who could show the widest range of uses.

A great variety of uses developed, showing that manufacturers and dealers in washers have overlooked many possible fields for its application. One man used the wringer for pressing grapes, another washed clams in the body of the machine.

The prize winning letter is some-

A common, backyard washing was hung out in front of the Ohio Public Service Company's store to flag passers-by. From there, the attention dropped to a window where a washer cheerfully churned out white suds. Beside it, laboring at a tub, was a woman looking as washed out as the clothes she scrubbed.

How to Get Your Share of the

what more conservative in its field, but offers an excellent sales argument for the machine.

The letter which won the prize reads as follows:

Dayton, Wash.,
Sept. 24, 1924.

Dear Mr. Skill:

In reply to your article in the *Columbia Chronicle* of Sept. 18, I wish to tell you of some of the uses I and my Blank washer-using friends have found for our machines. Besides that of steadily doing my weekly washings (which, by the way, are not at all small), for thirteen years it has been the handiest machine in my kitchen.

During busy seasons of the year, I find that with the lid closed, it makes the handiest kind of a table upon which I can set fruit jars, boxes, or anything which I wish to get out of the way temporarily. Its solidness and compactness make it very desirable for this use.

Through the week, between washings, I use the roomy interior of the machine for a soiled clothes hamper. Thus, my clothes are in the handiest possible place when I wish to wash them, and I do not have to waste time gathering them up. After washing I put damped clothes inside and close the lid to hold moisture until I am ready to iron.

When the cylinder is removed, the machine, when filled to a shallow depth with warm water, makes the finest kind of a bath tub for babies and small children, its height preventing stooping which becomes so tiresome while bathing babies in a common, low bathtub.

The drainage stopper enables one to empty it in as small quantities as desired, preventing lifting to empty, as in the case of using a tub. In emptying, a hose may be stretched over the projection which holds the plug, and the water run on the lawn outside, preventing the carrying out of water.

The motor is of a size convenient for the running of separators, churns and other machines requiring an equal amount of power. The Blank can be wheeled to the point desired and an extra belt run from the machine to the motor after the usual belt has been removed.

After blocking the Blank casters to prevent moving, and turning the power on—that's all until the cream is churned or the milk separated. The motor furnished with the Blank seems to be everlasting; I have never had any trouble with mine.

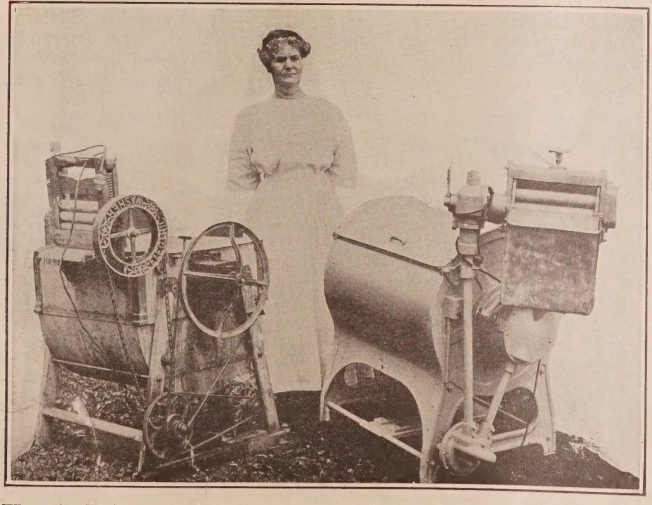
My Blank has been in use since 1911, doing larger washings than the average machine. I have never had trouble with it—it has given me the best of service. I recommend it without the least hesitancy to any housekeeper. MRS. M. S. HATFIELD.

The greatest value in both these contests came from the focusing of attention upon the strong points of the machine itself, and brought out expressions of opinion which later will be valuable in selling to others.

In Loveland, Colorado

Public Service Company Sold 74 Washers in Town of Only 5,000 Population by Calling on Every Housewife Who Lives in a Wired Home

THE efficacy of house-to-house visitations and home demonstrations in selling electrical units to housewives was brought out forcibly by the Public Service Company of Colorado in a campaign on washing machines.



When the Pacific Power and Light Company, Portland, Ore., offered a prize for the oldest washing machine in use on their lines, they not only aroused great interest in their sales campaign, but they secured excellent material for later use in advertising the very product they had undertaken to sell. The winner is shown here, with her fifteen-year-old machine and the new model which was her reward.

The campaign covered four cities in northern Colorado, comprising the northern district of the company's territory in that state. When the returns from the campaign were all in, and Commercial Manager E. W. Rowland began analyzing them, he noticed one startling fact—the city of Loveland, which contained only 20 per cent of the total number of meters in the four cities, had purchased 45 per cent of the washers sold!

Two salesmen and an office floorman at Loveland had sold 74 machines in a city containing 2,492 meters and conservatively rated at 5,000 population. In Fort Collins, which had a meter rating of 3,739, only 45 machines had been sold, while Boulder, with 4,460 meters, had disposed of only 37.

The advertising had been the same in the four cities and the same general plan had been used throughout the district. It had been expected that the ratio of sales to meters would prove fairly constant.

It was plain to see that some detail—some apparently inconsequential circumstance—was responsible for the surpassing record made at Loveland.

When this key to the situation was ferreted out, it proved to be nothing

650,000 Washer Sales This Year

more than the fact that the Loveland salesmen had stressed the importance of interviewing every housewife in the city. Making door to door calls, they asked only for the privilege of placing a washer in the home and demonstrating it.

Seventeen such demonstrations were arranged for a single Monday by two salesmen, V. M. Johnson and Glenn Pratt. Temporary help had to be secured from a nearby city to assist them in carrying out the program they had arranged.

Johnson and Pratt didn't merely deliver the machines to the door and say: "Here it is; I'll show you how it runs and you can try it."

Rolled Up Their Sleeves and Went to It

They took off their coats, rolled up their sleeves and asked for the soiled clothes. Then they proceeded to turn out the family washing in the modern way. Not until the last piece was through the wringer did they quit.

From house to house the pair went throughout the day, leaving in their wake lines hung with scrupulously clean clothes. Not until dark did they cease their labors. It was found that Pratt actually had demonstrated machines in nine homes during the day, with Johnson a close second.

It was the hardest sort of work, but it got results. Many housewives who were cocksure that they didn't need a new washer or that they couldn't afford one, suddenly realized that they had been wrong and the demonstrator machine remained with them to sing its song of gladness each Monday morning henceforth.

The results in Loveland were particularly noteworthy because of an existing local condition. The Public Service Company deals in power and had been attempting for some months to thwart the construction of a municipal plant. A campaign which engendered some bitterness had ensued and there were some families, at least, which were prejudiced against the company to an extent that would preclude their interest in any of its equipment.

In the four cities of the campaign, aggregating a field of 11,985 meters, 167 washers were sold during the month. Normal sales for the same territory for a like period are 25.

A special price of $99.50 was made, the machine ordinarily selling at $115. The initial payment required was $4.50. An added inducement to purchase was a premium consisting of the customer's choice of any hand electric iron in stock.

The advertising cost of the campaign was only 2 per cent of the gross sales of nearly $17,000. During previous campaigns of the same company on various pieces of equipment, as much as 7 per cent had been expended on this item.

Seventeen display advertisements, averaging 20 inches of space, were run in daily newspapers of the cities featured. Copy was prepared by E. K. Hartzell of the general offices at Boulder, so was uniform in the various localities. Twelve thousand dodgers or handbills were distributed from house to house during the campaign.

Carefully planned and attractive window displays aided greatly in drawing public attention to the campaign. The average period of display of the machines in these windows was 20 days.

The longest time that had elapsed in any of the cities since an intensive campaign on washers was eighteen months.

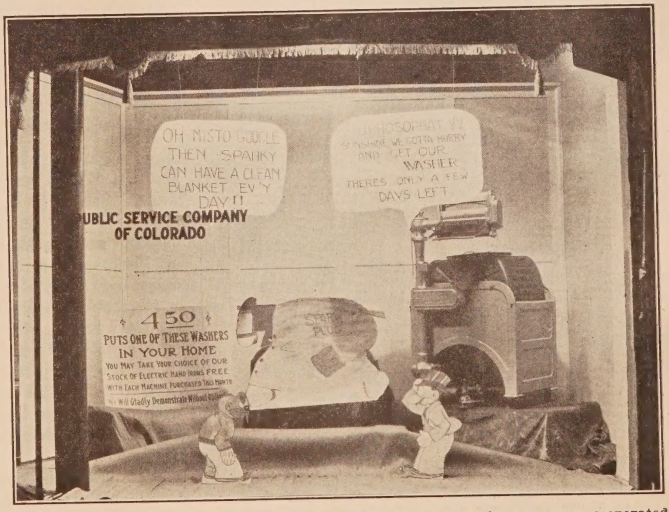
"The success of this campaign," Commercial Manager Rowland stated in his report, "was due to the efforts of the outside salesmen in securing home demonstrations.

Mr. Rowland also commented upon the co-operation received from members of the various office forces not directly engaged in selling.

Bookkeeper Arranged Window Display

"This is something that we do not commonly experience," he stated, "but interest in the campaign was aroused by the local managers to such an extent that their entire office corps, down to the bookkeepers, were contributing support."

This spirit was exemplified at Loveland, where a member of the bookkeeping force arranged a window display that commanded attention from almost every passer-by. It featured the well known Sparkplug family of the comics, figures of Sparkplug, Barney Google and Sunshine being displayed in cardboard, colored by crayon. Attachment with the oscillator caused the figure of the horse to gallop.


OH MISTO GOODLE THEN SPARKY CAN HAVE A CLEAN BLANKET EVY DAY!!
PUBLIC SERVICE COMPANY OF COLORADO
$4.50
PUTS ONE OF THESE WASHERS IN YOUR HOME
YOU MAY TAKE YOUR CHOICE OF OUR STOCK OF ELECTRIC HAND IRONS FREE WITH EACH MACHINE PURCHASED THIS MONTH

Famous cartoon characters were used to attract attention to this washer window of the Public Service Company of Colorado. It was arranged by a bookkeeper at Loveland where the entire company co-operated to put over the campaign which resulted in the sale of 74 machines, although there are only 2,492 meters in town.

An Electrical Saleswoman's Secrets

Woman Sales Manager of San Francisco Gives Her Maxims for Success in Selling Electrical Appliances

THE secret in selling electrical appliances is to give the customer not what she asks for, but what she really wants.

Always find out what the customer wants to use the appliance for, then give her what will meet her needs. A little effort expended to sell correct equipment will leave the customer satisfied with electricity and with the store.

The successful electrical sales clerk should know not only what is in stock, how it is made, what it will do, and what it costs to operate, but she or he should know what is on the market, so that she can either get the article for the customer or tell her why she does not want it.

Rule one in any sale is to master your customer. If she is refractory and inclined to think that she knows all about the subject, about which she is obviously mistaken, it is worth talking to her a while to show her that you know what you are talking about. If you really know your subject she will recognize the worth of your suggestions.

As a general rule it is best to carry only one make of any one article. There are some appliances, like electric irons, where there are distinctly different groups and it is well to carry one of each kind, but the policy of any store is stronger if it will confine itself to one article in each appliance line, selected because it is the best.

Have your goods segregated, so far as space and your store layout will permit. When you are talking waffle irons to a customer, it is distracting to have her eye fall upon a new type of toaster nearby, and to have her begin to ask questions about that. If two ladies are shopping together, it is particularly difficult to keep attention focused on the matter at hand, unless other articles of possible interest are eliminated.

Never sell a customer an article which she doesn't really want. She may buy because of the result of your selling talk, or because she feels obligated on account of the trouble to which she has put you, but it is far better to lose the sale completely than to let her go out with something that she is not convinced she needs.

When a sale is completed, never ask, "Is that all?" It implies that there is indeed nothing else wanted, and secondarily, it is discourteous, showing a lack of appreciation for what the customer has already purchased. Thank the customer, ask her if she wishes anything more and call her attention to something new which has just come in.

Walk with the customer to the door. It is an act of courtesy and it gives a further opportunity to make a sale, should something occur to the customer on the way.

Tell a customer how to take care of the equipment she buys. Vacuum cleaner motors must be oiled occasionally. She will not consider the task formidable if she understands about it. It is well worth while telling her in advance that fumes from a gas stove will tarnish nickel ware.

Give customers freedom of the store. Someone should always be at hand, in case questions are asked, but if the customer shows an inclination to look about without purchasing, do not force your attentions.

Bring the customer to the back of the store if possible. If an article to be purchased is in the front of the store, show her something in the rear if you can. Arrange the store so that articles most called for are well back within the selling space.

Be more particular about the shopper who doesn't buy than the one who does. The woman or man who makes a purchase has carried something away with her which, if you have sold wisely, will go on making friendship for your store. The woman who doesn't buy, however, has only the memory of your words and the service she has received.

The Advice of an Electrical Saleswoman

Sell customers what they really want, not what they ask for.

Know thoroughly the merchandise of your competitors.

Confine your sales talk to one make of appliance where possible.

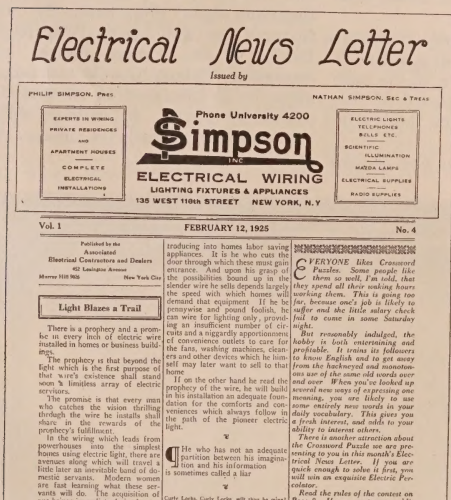
Keep relative merchandise segregated in store display.

Tell customers how to take care of equipment they buy.

Give customers the freedom of your store.

Be especially courteous to shoppers "who do not buy."

N. Y. Contractors and Dealers Publish Newspaper for Customers



Electrical News Letter

Issued by

PHILIP SIMPSON, Pres. — NATHAN SIMPSON, Sec. & Treas.

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ELECTRIC LIGHTS TELEPHONE BELLS ETC. — SCIENTIFIC ILLUMINATION — MAZDA LAMPS — ELECTRICAL SUPPLIES — RADIO SUPPLIES

Vol. 1 — FEBRUARY 12, 1925 — No. 4

Published by the Associated Electrical Contractors and Dealers, 42 Lexington Avenue, Murray Hill 9826, New York City

Light Blazes a Trail

There is a prophecy and a promise in every inch of electric wire installed in homes or business buildings.

The prophecy is that beyond the light which is the first purpose of that wire's existence shall stand soon a limitless array of electric servitors.

The promise is that every man who catches the vision thrilling through the wire he installs shall share in the rewards of the prophecy's fulfillment.

In the wiring which leads from powerhouses into the simplest homes using electric light, there are avenues along which will travel a little later an inevitable band of domestic servants. Modern women are fast learning what these servants will do. The acquisition of one brings immediate desire for another. They are seen to be noiseless, deft; magical in instant obedience, superhuman in tireless energy; requiring no sleep, no clothing, no rooms with or without baths; having no dependents and no followers; available singly or in dozens.

The man who sells householders of today wiring and light fixtures stands as the logical factor for introducing into homes labor saving appliances. It is he who cuts the door through which these must gain entrance. And upon his grasp of the possibilities bound up in the slender wire he sells depends largely the speed with which homes will demand that equipment. If he be pennywise and pound foolish, he can wire for lighting only, providing an insufficient number of circuits and a niggardly apportionment of convenience outlets to care for the fans, washing machines, cleaners and other devices which he himself may later want to sell to that home.

If on the other hand he read the prophecy of the wire, he will build in his installation an adequate foundation for the comforts and conveniences which always follow in the path of the pioneer electric light.

He who has not an adequate partition between his imagination and his information is sometimes called a liar

Curly Locks, Curly Locks, will thou be mine?
Thou shalt not wash dishes, nor yet shalt thou spine
Over sidestitch or broom; for I'll buy thee silverly
With a house full of stoves run by gas electricity

Electric service is cheaper in cities than in rural districts because a unit of distribution lines in the former serves 30 to 100 customers, as against an average of three in the country.

EVERYONE likes Crossword Puzzles. Some people like them so well, I'm told, that they spend all their waking hours working them. This is going too far, because one's job is likely to suffer and the little sleep one can get to come in some Saturday night.

But reasonably indulged, the hobby is both entertaining and profitable. It trains its followers to know English and to get away from the hackneyed and monotonous use of the same old words over and over. When you've looked up several new ways of expressing one meaning, you are likely to use some entirely new words in your daily vocabulary. This gives you a fresh interest, and adds to your ability to interest others.

There is another attraction about the Crossword Puzzle we are presenting to you in this month's Electrical News Letter. If you are quick enough to solve it first, you will win an exquisite Electric Percolator.

Read the rules of the contest on Page 8. If you want some additional copies for friends, just come in and ask for them. They are free.

Very truly yours,

This is the first page of an 8-page miniature newspaper published by the Associated Electrical Contractors and Dealers, New York City. Approximately 50,000 copies are distributed monthly by 25 contractor-dealers, each of whom has his own name on the masthead of the papers which he distributes. The idea was promoted by John MacIntyre and Lilian Cassels, of the New York Electrical Board of Trade. Two editions are printed, one promoting appliance and housewiring sales, and the other, commercial electrical equipment.

"Electrical Merchandising's" Survey of 1925 Fans and Sales Helps

NINETEEN TWENTY-FIVE is going to be a big year for fans.

For the last two years the total heat received from our old friend the sun has been 15 to 20 per cent below average, according to the United States Bureau of Standards which keeps a daily record of the heat of full sunshine at noon, known among scientists as the solar constant.

Now, when the janitor of an apartment house decides to burn 15 per cent less coal in the furnace downstairs, the tenants are bound to feel it in rooms that are chilly, or chillier than when they were on full fuel schedule.

Just so with the citizens of the Earth, when the daily supply of their solar heat is cut down by an amount as great as that observed by the scientists these last 24 months.

But 1925, the scientists tell us, sees the sun back again delivering heat units in full measure. The output of calories once more equals in intensity that which we used to get prior to the recent vacation of the solar furnace man.

It is therefore the best scientific opinion that the summer of 1925 will be a hot one and that protracted heat spells will make this a banner year for electric fan sales.

* * *

The following is a survey of fans and sales helps offered by leading manufacturers. In each case the size and price is quoted on the 110-volt d.c., or 110-volt, 60 cycle, a.c., fan. For additional information, write to manufacturers, or to Editor, *Electrical Merchandising*.

American Blower Co.,
Detroit, Mich.

ALTERNATING CURRENT

Ventilating — 12-in., reversible, mounted on adjustable frame, $46.50.

DIRECT CURRENT

Ventilating — 12-in., reversible, mounted on adjustable frame, $46.50.

HELPS FOR DEALERS

"Electric Ventilation" for contractor-dealers, outlining sales plans.
"The Air of the Mountains" and "Fresh Air" letterheads with suggestions for sales letters.
Motion picture slides with place for dealer's imprint.
Artistic folders advertising the ventilator to the various classes of prospects.
Window and counter display cards.
Demonstrating stand for dealer's store.
Matrices of newspaper ads of various sizes and appeals, with place for dealer's imprint.

Century Electric Co.,
St. Louis, Mo.

ALTERNATING CURRENT

Wall and desk, oscillating—9-in. to 16-in., 3-spd., bl.en., $15 to $29.
Wall and desk, non-oscillating—9-in. and 12-in., 1-spd., bl.en., $10 and $14.
Ceiling—58-in., 3-spd., bl.en., $43.50.
Ventilating—16-in., 3-spd., $30.

DIRECT CURRENT

Wall and desk, oscillating—9-in. to 16-in., 3-spd., bl.en., $19 to $29.
Wall and desk, non-oscillating—9-in. and 12-in., 1-spd., bl.en., $14 and $18.
Ceiling—58-in., 3-spd., bl.en., $43.50.
Ventilating—16-in., 3-spd., $30.

HELPS FOR DEALERS

Pamphlets describing the various fans, with place for dealer's imprint.
Banner for window display.
Newspaper ad electrotypes.

Dayton Fan and Motor Co.,
Dayton, Ohio

ALTERNATING CURRENT

Wall and desk, oscillating—9-in., 1-spd., bl. en., $15; 10-in. to 16-in., 3-spd., bl. en., $20.75 to $35.
Wall and desk, non-oscillating—10-in. and 12-in., 3-spd., bl. en., $16.25 and $23.
Ceiling—56-in., 1-spd., Bauer Barff, $52.
Ventilating—10-in. and 16-in., 3-spd., $24 and $33.50.

DIRECT CURRENT

Wall and desk, oscillating—10-in. to 16-in., 3-spd., bl. en., $20.75 to $35.
Wall and desk, non-oscillating—10-in. and 12-in., 3-spd., bl. en., $16.25 and $23.
Ceiling—32-in. and 48-in., 3-spd., bl. en., $32 and $40; 57-in., 3-spd., bl. en., $50.
Ventilating fans—10-in. and 16-in., 3-spd., bl. en., $23 and $32.

ALTERNATING AND DIRECT CURRENT

Wall and desk—8-in., 1-spd., bl. en., $7.50.

HELPS FOR DEALERS

"Trade Winds," magazine listing fans and sales help material—suggested sales plans.
Miniature catalogue-folder describing line, place for dealer's imprint.
Folder advertising new 10-in. oscillating fan, place for dealer's imprint.
Complete display consisting of one three-piece window display, one set of four window or counter cards and four "Chase Heat" streamers.
Newspaper ad mats, electros of fans, and electros of complete ads ready for dealer's imprint.

Diehl Mfg. Co.,
Elizabeth, N. J.

ALTERNATING CURRENT

Wall and desk, oscillating—9-in., 1-spd., bl. en., $15; 10-in. to 16-in., 3-spd., bl. en., $20.50 to $35.
Wall and desk, non-oscillating—9-in., 1-spd., bl. en., $10; 10-in. to 16-in., 3-spd., bl. en., $16 to $27.
Ceiling—52-in., 3-spd., dull bl., $50.
Ventilating—12-in. to 16-in., 1-spd., dull bl., $28 to $32; bucket blade, 9-in. to 15 in., 1-spd., bl., $29 to $50.

DIRECT CURRENT

Wall and desk, oscillating—9-in., 1-spd., bl. en., $15; 10-in. to 16-in., 3-spd., bl. en., $20.50 to $35.
Wall and desk, non-oscillating—9-in., 1-spd., bl. en., $10; 10-in. to 16-in., 3-spd., bl. en., $16 to $27.
Ceiling—56-in., 3-spd., bl. en., $50.
Ventilating—12-in. to 16-in., 1-spd., dull bl., $28 to $32; bucket blade, 9-in. to 15-in., bl., $29 to $50.

Condensed catalogue with place for dealer's imprint.

Window cards, cutouts, display material.

The Emerson Electric Mfg. Co.,
St. Louis, Mo.

ALTERNATING CURRENT

Wall and desk, oscillating—9-in. to 16-in., 3-spd., bl. en., $24 to $38.20; 12-in., 3-spd., Fr. gray, $35.
Wall and desk, non-oscillating—9-in., 1-spd., bl. en., $11; 12-in., 3-spd., bl. en., $24.40.
Ceiling—32-in. and 56-in., 1-spd., dk. mah., $43 and $54; 52-in., 1-spd., Fr. gray, $56.

DIRECT CURRENT

Wall and desk, oscillating—9-in., to 16-in., 3-spd., bl. en., $23.60 to $34.80; 10-in., 3-spd., dull bl., $15.
Wall and desk, non-oscillating—9-in. and 12-in., 3-spd., bl. en., $17.60 and $23.80.
Ceiling—56-in., 1-spd., dk. mah., $52.

ALTERNATING AND DIRECT CURRENT

Wall and desk, oscillating—10-in., 3-spd., dull bl., $15.
Wall and desk, non-oscillating—8-in., 2-spd., brass, $7.50.

HELPS FOR DEALERS

"Profits from Fans," a bulletin describing popular priced "Northwind fans."
Sales-catalogue, "Make Your Own Breezes," with place for dealer's imprint.
Window display material with six changes of cards; counter and wall cards.
Movie slides with place for dealer's imprint.
Newspaper ads for dealer's imprint and individual electros of fans.

Fidelity Electric Co.,
Lancaster, Pa.

ALTERNATING CURRENT

Wall and desk, oscillating—12-in. and 16-in., 3-spd., black, $22 and $26.
Wall and desk, non-oscillating—12-in. and 16-in., 3-spd., black, $16 and $19.
Ceiling—12-in. and 32-in., 1-spd., bl. en., $22 and $24.
Ventilating—12-in., to 18-in., variable spd., black, $22 to $40.

DIRECT CURRENT

Wall and desk, oscillating—12-in. and 16-in., 3-spd., black, $20 and $24.
Wall and desk, non-oscillating—12-in. and 16-in., 3-spd., black, $15 and $18.
Ceiling—12-in. and 32-in., 1-spd., black, $20 and $22.
Ventilating—12-in. to 18-in., 1-spd., black, $16 to $38.

ALTERNATING AND DIRECT CURRENTS

Wall and desk, oscillating—12-in., 3-spd., black, $20.
Wall and desk, non-oscillating—8-in., 1-spd., black, $7.15; 12-in., 3-spd., black, $15.

Fitzgerald Mfg. Co.,
Torrington, Conn.

ALTERNATING AND DIRECT CURRENT

Wall and desk, oscillating—10-in., 3-spd., nikl., $15.
Wall and desk, non-oscillating—7-in., 1-spd., nikl., $5.95; 8-in. and 10-in., 3-spd., nikl., $9 and $10.

Galvin Electric Mfg. Co.,
St. Louis, Mo.

ALTERNATING CURRENT

Wall and desk, oscillating—14-in., 3-spd., bl. en., $32.
Wall and desk, non-oscillating—10-in., 1-spd., bl. en., $12.50.

DIRECT CURRENT

Wall and desk, oscillating—14-in., 3-spd., bl. en., $32.

ALTERNATING AND DIRECT CURRENT

Wall and desk, oscillating—10-in., 3-spd., bl. en., $22.

HELPS FOR DEALERS

List and description of the complete line, with place for dealer's imprint.

General Electric Company,
Schenectady, N. Y.

ALTERNATING CURRENT

Wall and desk, oscillating—9-in., 1-spd., gr.en., $15; 12-in. and 16-in., 3-spd., gr.en., $30 and $35.
Wall and desk, non-oscillating—9-in., 1-spd., gr.en., $10; 12-in., 3-spd., gr.en., $23.
Ceiling—32-in., 2-spd., gr.en., $40; 52-in., 3-spd., gr.en., $52.
Ventilating—12-in. and 16-in., 1-spd., gr.en., $29 and $32.

DIRECT CURRENT

Wall and desk, oscillating—9-in., 1-spd., gr.en., $19; 12-in. and 16-in., 3-spd., gr.en., $30 and $35.
Wall and desk, non-oscillating—9-in., 1-spd., gr.en., $15; 12-in., 3-spd., gr.en., $23.
Ceiling—32-in., 1-spd., gr.en., $40; 52-in., 3-spd., gr.en., $52.
Ventilating—12-in. and 16-in., 1-spd., gr.en., $29 and $32.

HELPS FOR DEALERS

Catalogue folder designed as mailing piece, place for imprint.
Leaflet devoted to G-E whiz fan, place for dealer's imprint.
Lantern slide with place for imprints.
Window display set of three pieces and display cards.

The A. C. Gilbert Co.,
New Haven, Conn.

ALTERNATING AND DIRECT CURRENT

Wall and desk, non-oscillating—6-in. and 8-in., 1-spd., black, $3.95 and $4.95; 8-in., 1-spd., ivory, $6.50.
Ventilating — 8-in., 1-spd., black, mounted for window, $4.95.

HELP FOR DEALERS

Window sash, frame and glass for demonstrations.

Hunter Fan and Motor Co.,
Fulton, N. Y.

ALTERNATING CURRENT

Wall and desk, oscillating—9-in., 2-spd., black, $19.50; 12-in. and 16-in. 3-spd., black, $30 and $35.
Wall and desk, non-oscillating—9-in., 1-spd., black, $10; 12-in., 3-spd., black, $23.
Ceiling—32-in., 2-spd., ox. cop., $40; 52-in., 3-spd., ox. cop., $52, adjustable blades, $55.
Ventilating—12-in. and 16-in., 1-spd., $29 and $32.

DIRECT CURRENT

Wall and desk, oscillating—9-in., 2-spd., black, $19.50; 12-in. and 16-in., 3-spd., black, $30 and $35.
Wall and desk, non-oscillating—12-in., 3-spd., black, $23.
Ceiling—52-in., 3-spd., ox. cop., $55, adjustable blades, $59.30.
Ventilating—12-in. and 16-in., 1-spd., $29 and $32.

HELPS FOR DEALERS

Catalogue of ceiling fans, also circular on ceiling fans.
Circular on desk and wall fans.
Window and store displays.
Newspaper ad mats and electros.
Motion picture slides.

Ilg Electric Ventilating Co.,
Chicago, Ill.

ALTERNATING CURRENT

Ventilating—12-in., 1-spd., green, mounted on portable panel, $48; 16-in., 1-spd., green, mounted on portable panel, $65; 16-in., variable spd., green, mounted on portable panel, $75.

DIRECT CURRENT

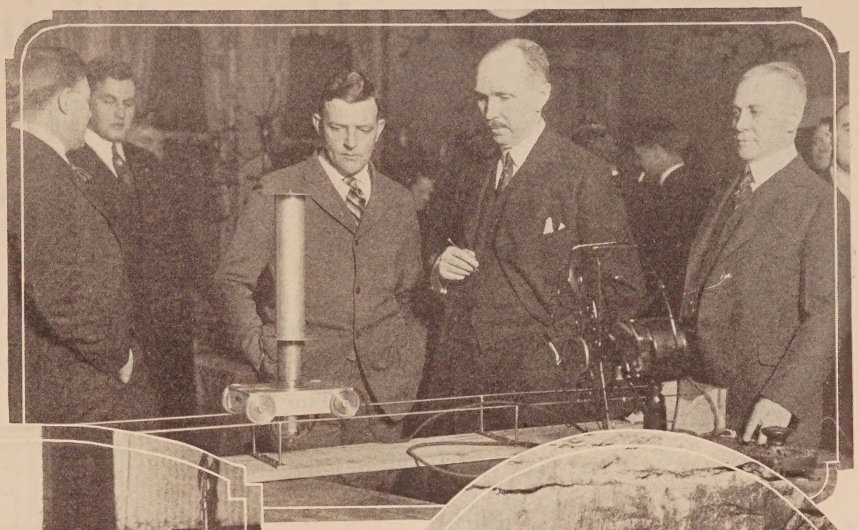
Ventilating—12-in., 1-spd., green, mounted on portable panel, $48; 16-in., 1-spd., green, mounted on portable panel, $65; 16-in., variable spd., green, mounted on portable panel, $75.

HELPS FOR DEALERS

Display stand for portable ventilator.

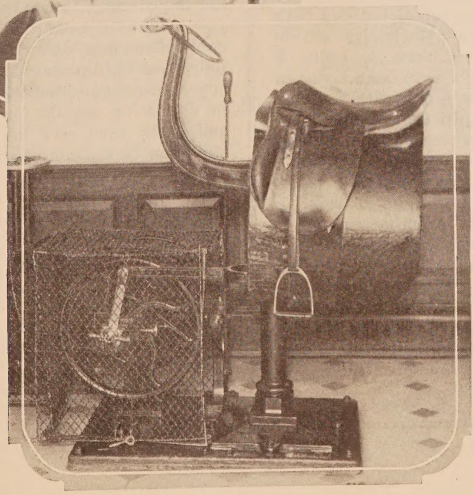
Continued on Page 5190

Electricity in the Month's News



MODEL OF "ROTOR-SHIP"

which promises to revolutionize methods for propelling ships, is shown at right being driven by a common house-variety of electric fan. F. O. Willhoff, former professor of mechanical engineering at Columbia University, is seen explaining the principles of the Flettner invention at a meeting of the Propeller Club, New York City.



ULTRA-VIOLET RAYS

are used to cure rickets and bone tuberculosis (above, left) at the Hospital for the Ruptured and Crippled. The rays are so powerful that they give a perfect coat of tan within an hour.

RADIO AMPLIFIER

made it possible for the rescue squad (above) to listen to the breathing of the late Floyd Collins, who finally died, trapped in a Kentucky sand cave. The vibrations were picked up from an electric light wire which was attached to Collins.

THE WHITE HOUSE HOBBY HORSE

is the successor to General, formerly President Coolidge's favorite horse. By the simple expedient of pressing an electric button, the President can command this horse to change his pace—he can trot, pace, canter, or gallop as the mood of the Chief Executive dictates. It is unofficially reported that General feels quite slighted.

House Wiring Leads to Radio Sales

Kelly and Phillips, Inc., Aim to Install a Radio Set Every Time They Wire a House—If They Don't Sell a Set at First, They Follow Up by Monthly Calls

By WALTER A. FAIRSERVIS

HOUSE wiring contracts have led so naturally to the sale of radio sets that Kelly and Phillips, Inc., Brooklyn, N. Y., now include radio as among the necessary appliances that should be installed when electricity is newly installed. This branch of the business has meant an added income without an addition to overhead.

When a house wiring contract is secured by the Brooklyn firm, the estimator includes in his report his recommendation as to the type of radio receiving set that he believes should be installed by the family, both with reference to the location and to the amount that he believes the customer can afford to expend for this equipment.

As the job is about finished the first reference is made to radio by the man in charge. He carries circulars and descriptive bulletins of various sets, but he is careful to recommend a certain type of set. This at once convinces the customer that Kelly and Phillips have given some thought to the matter and when a purchase is made, in almost every case the type of set suggested is the one that is purchased.

It has long been the habit of the firm to compile a list of appliances including some useful article for every room wired, so it was natural to include a radio set.

Customers regard the contractor as being an authority on all branches of electrical work and experience has shown that where a radio set is in use, the problems that arise during its operation are brought to the contractor for solution.

These are among the arguments that are used by this firm in opening the sales talk. So successful have they been that radio today represents 70 per cent of the total business done, while they sell at least one set a week as part of the wiring contract. This represents about one out of every five contracting jobs that they take.

Sales result in two ways from this method of approach. If the set is not purchased when the contract is finished the name of the customer is placed on a mailing list and monthly bulletins are sent telling of the developments in the radio field and offering to install a set for five days' trial.

The prospect is solicited also a month later by personal calls which are repeated at frequent intervals until the set is sold or until there is no further opportunity offered for the sale. This means, of course, that the list of prospects for radio sets is always a live one and the salesmen are assured that the question has been opened up and that some interest has been shown.

Wiring customers in discussing the improvement with their friends and neighbors usually mention the name of the firm which did the work. Kelly and Phillips say that they are approached by customers who start in discussing aerials for their sets and finally turn over the job of installation to the contractor.

Kelly and Phillips have discovered that when a customer delays the purchase of a set it frequently is due to the fact that he wants to look around and compare the statements made by the contractors with those made by others.

The average increase over the usual housewiring contract as a result of including radio is over one hundred and sometimes nearer two hundred dollars.

House wiring contracts are a log-

How Kelly & Phillips Boost Their Sales

When a house wiring job has been completed and both radio and electricity are in use in a home, a Kelly & Phillips service man keeps in constant touch with the customer until he is sure there are no minor difficulties likely to turn up.

During his periodic visits to the home, he usually is asked to examine the radio set. Frequently he will find that a battery needs recharging or a tube replaced. He carries a full supply of tubes and other small parts and makes an adjustment at once. The average sale resulting is about $20.

ical introduction to radio set sales particularly where the set is of the type that connects with the usual outlets in the home; but there is also the care of the batteries and replacement of tubes and other parts that come as a part of the maintenance of the set.

When a house wiring job has been completed and electricity is in use in the home, a service man keeps in constant touch until he is sure there are no minor difficulties going to turn up. During his periodic visits to the home he usually is asked to examine the radio set. Frequently he will find that a battery needs recharging or a tube replaced. He carries a full supply of tubes and other small parts and makes these adjustments at once. The average sale resulting is about twenty dollars.

Not alone has house wiring helped in the sale of sets but the reverse has been equally true. The sale of a set in the store gives a dealer an opening to bring up the question of appliances. If the house is not wired a prospect is developed at once.

By using house wiring contracts as an opening for the sale of a set a contractor can add annually a business of from $6,000 to $10,000, with a profit of around 30 per cent without increasing the overhead. The business in parts will add another five thousand dollars, with a profit that will depend largely on your manner of conducting this part of your business but which is certain to add to the number of customers on your books.

Getting the customer in the habit of dropping into your display room for parts for his set also means that you will have a chance to offer for sale numerous other appliances that will increase your business. In other words house wiring and selling radio sets are closely connected and should logically fit into any contractor's business.

How to Make Money Selling Appliances

(*Continued from page* 5133)

After all, from this distance, I, as your "absentee partner," can only consult, advise and direct.

You must execute. You must manage.

Management is the most important of the fundamentals of successful merchandising. That is why I have put it first. In later letters to you as my "active partner on the job" I propose to discuss in detail the other elements of successful merchandising. These other subjects, to be covered in later letters, are:

The importance of location,
Selecting the right product,
Building up a reputation,
Problems of financing,
Advertising and sales promotion,
A sound service policy,
Meeting competition, and
Stock keeping and turnover.

Of course there are dozens of details in this business of retailing that have not been touched on, yet that fall within one of the groups above referred to. This letter will defeat its very purpose, however, if extended more. We propose taking them up one by one, treating each group separately, but at the same time emphasizing its relation to the whole.

Without *management* all else is vain. You cannot run a store by rote. You've got to use the brains the Lord gave you. And the will-to-do must be ever active. Did you ever read that piece of Eddie Guest's "It Couldn't Be Done"? (adv.) Well it *can!* Earnestly yours,

Your Partner,
S. J. RYAN.

Horrible Examples Set People to Thinking

Advertising cuts showing old fashioned lighting fixtures as horrible examples of what is not in style were shown in this ad of the Tri-City Electric Company, Moline, Ill. The question, "How old is your lighting equipment?" sets the readers to thinking.

If You Have a Question to Ask Mr. Ryan—

He will be glad to get your inquiry and to incorporate the answer to it into his letter of the next month following. Write down your question for Mr. Ryan to answer and

Send It in to "Electrical Merchandising"

Thirty-sixth Street at 10th Avenue, New York

Loan Electric Labor-Savers to Local High School

By loaning and demonstrating electrical appliances to the domestic science department of the local high school, the Athol Gas & Electric Company, Athol, Mass., greatly stimulated the sale of their appliances.

Here is a suggestion made by A. A. Laughton, Athol manager of the company:

"Arrange with the local school authorities so that such appliances as a washer, an ironer, and a vacuum cleaner may be loaned for use in the domestic science department of the high school.

"The domestic science department usually owns good cooking equipment and likewise a water heater but not always the appliances suggested.

"If the electric service company owns these appliances, it can then see to it that the very latest, and consequently the most improved model, is on the job."

An article in the school paper read, in part:

"Years ago, when our parents took domestic science in high school they were taught cooking and sewing, and that was all. But now, if they visit the domestic science room in our high school, they will be greatly astonished to see the different types of housework taught there. Besides the accepted cooking and sewing, the pupils are taught the proper way in which to perform other tasks.

"In order to make this course valuable as well as possible, the Athol Gas & Electric Company, has loaned the department an easy washer, an easy ironer, and a Hoover vacuum cleaner. In addition, Mr. Ayer of the company has given six demonstrations of these articles."

Wheeling's One-Man Home Electric

Albright Tells How He Did It— Also How He Transports Customers to and from His Store by Auto

Editor, *Electrical Merchandising:*

If you have space in *Electrical Merchandising,* I would like to tell about the Wheeling, W. Va., first electrical home, a one-man's idea of a home electric. I designed all the electrical work and had charge of everything electrical in the home.

One hundred electric outlets were used in the house, all base plugs being of the duplex type. Two duplex convenience plugs were installed on the side porch.

The reception hall had a three-light lantern; living room, two five-light center fitments and eight side brackets; dining room, one five-light candle fixture with two double side brackets; breakfast room, two three-light high installations; kitchen, electric range, refrigerator and dishwasher, and in basement, an electric washer and ironer.

A manufacturer donated the switches for service, underground service coming into the house from pole line on light and power and telephone lines. There were no overhead wires. Thousands of persons visited this exhibit from all over the Wheeling district. Transients who stopped at the home included one couple from Los Angeles, Calif., and another from China.

George E. Stifel and Company furnished the draperies and oriental rugs. The music room had a radio and a baby grand piano.

I am inclosing also a picture of our store which is located on the National Road, along which tourists pass going back and forth between New York and Chicago.

The coupe shown to the right is our customer car. If a customer lives in Wheeling or ten miles away from our store, we go after her and take her back.

This service makes it just as easy for a customer to buy in Elm Grove as it does in Wheeling, ten miles away from our store. We are six miles west of Wheeling, but sell many customers in Wheeling.

At the left is shown our service car. We use two of these in our business.

CHARLES H. ALBRIGHT, president
Albright Electric Company
Elm Grove, W. Va.

Adding a Touch of Romance to Home Electric Exhibit

Folks of Wheeling, W. Va., and vicinity who did not journey out to the recent home electric exhibit held there just to view modern housekeeping equipment went to get a look at the Oriental rug in the living room of the model electric home in Pleasant Valley, formerly Dimmeydale.

According to the Oriental rug expert who loaned the rug for the display, this rug was evidently woven by a weaver in Cubistan as a gift to the czar of Russia. Emblems of both the church and crown were worked into the rug by hand, as were the rest of the beautiful designs. It is interesting to note that a special emblem of the Russian cavalry is found in the very center, pointing to the great pride the czar felt for his world-famous Cossacks. The coat-of-arms of the Imperial palace stands out prominently.

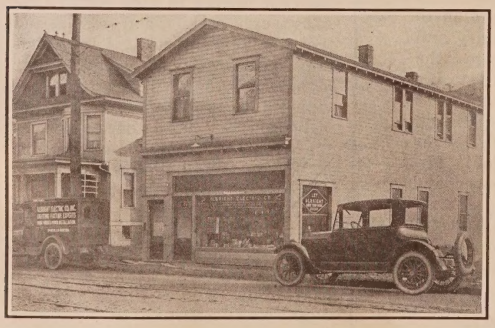
There are 114 knots to the square inch in this rug, and, according to the expert, would take a year and a half for a single weaver to complete the rug.

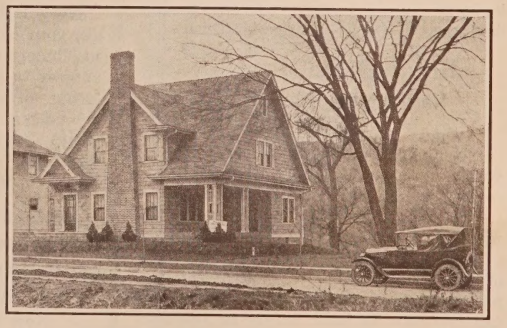
Have you an ancient prayer rug, a sampler of colonial days, an unusually valuable or storied antique in your community? Make a note to suggest its use to your local home electric committee. It will prove to be remarkable bait to lure as visitors to your exhibit men and women who are really interested in homes beautiful, and incidentally, homes electrical.

Get Kindergarten Children to Make Window Decoration Material

In a recent lamp-selling campaign, the Hoboken Electric Supply Company, of Hoboken, N. J., tried the novel plan of using kindergarten children to make its window decorating material. It got in touch with the kindergarten teachers of two schools, and arranged to have the children make apple blossoms and leaves and long streamers of paper which were used in lattice work to form the top and sides of the window decoration scheme.

Through this kindergarten work alone, the store reached about 200 homes during the campaign, and believes it was the biggest single factor in insuring its success. The proud parents were naturally interested in seeing the results of their children's work thus displayed in the windows.





"Let Albright Make Your Home Bright." This is the cheerful motto which appears on the window of the Albright Electric Company's store shown above. The coupe shown at right is used to carry customers to and from the store. "This," says Charles H. Albright, president, "places our store right next to customers' homes." Above is Mr. Albright's home electric.

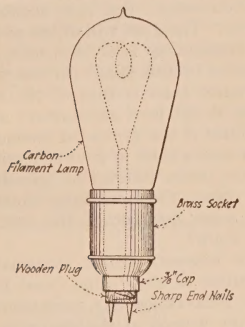
Six Testing Kinks for the Wireman

Handy Things to Know When Locating Trouble—From the New McGraw-Hill Book "Circuit Troubles and Testing"

By TERRELL CROFT

To Locate a Break in an Extension Cord

Remove the cap from a ⅜-in. brass lamp socket. Screw a wooden plug into the cap. Then drive two small finishing nails through this plug. Solder a short piece of fixture wire to each nail and connect the fixture wires to the socket-terminal screws. Replace the cap on the socket. File the outside ends of the nails to sharp pin points. Screw a low-wattage, say a 15-watt, lamp into the socket. Connect the faulty extension cord to



DEVICE FOR LOCATING AN OPEN CIRCUT IN AN EXTENSION CORD

a live receptacle. Now by pressing the sharp points of the nails through the insulation into the stranded wire—one nail into each wire—the lamp will light on the live side of the break. After the break has been passed the lamp will not light.

Determining Polarity with Blue-Print Paper

This scheme is often utilized by wiremen on construction jobs, where remnants of old blue-prints are always at hand. A piece of the paper about 1 in. square is moistened with water or saliva. Then the ends of

"Circuit Troubles and Testing"

Contents:

Instruments and Devices
Locating Faults
Insulation Resistance
Determining Polarity

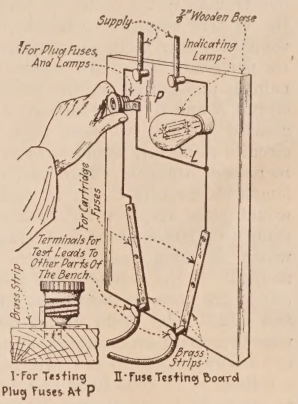
McGraw-Hill Book Company,
370 Seventh Ave.,
New York City.

Price $2.50.

the two test wires *A* and *B* are held down against it about ¼ or ⅜ in. apart. Around the negative lead the paper will turn white, while around the positive it will not be appreciably changed in color. A lamp resistor should always be used in series with one of the test wires, as shown, to eliminate the possibility of accident due to short-circuits.

Fuse-Testing Board

A simple fuse-testing device will be found to be very useful as a time-saver. Very frequently, bad fuses are inserted in the same container with good fuses. Also, it sometimes happens that the fusible conductor in a new fuse will be open. Locating a blown fuse and then replacing it with another blown fuse is very annoying. It also results in a waste of time both for the electrician and the apparatus which is served by the faulty circuit. Furthermore, if a fuse blows from an overload and an open fuse is then inserted in its



A FUSE AND LAMP TESTING BOARD

stead, the electrician may assume that the fuse which was just installed has been ruptured by a short-circuit or a ground. Then a lot of time may be expended in hunting for the supposed short-circuit or ground which

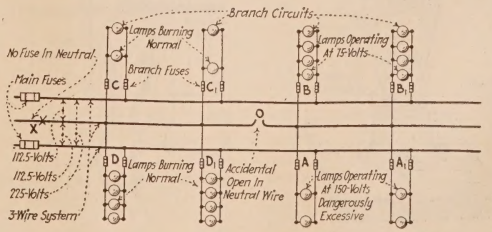


DIAGRAM SHOWING THE EFFECT OF AN ACCIDENTAL OPEN IN THE NEUTRAL OF A 3-WIRE LIGHTING CIRCUIT

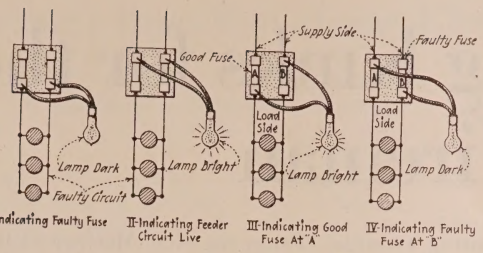


DIAGRAM SHOWING THE PROGRESSIVE STEPS IN TESTING FOR A BLOWN FUSE, WITH A TEST LAMP

does not exist. Arrangements for testing lamps can also be readily combined with such a fuse-testing device.

Cause of Dim and Bright Lights

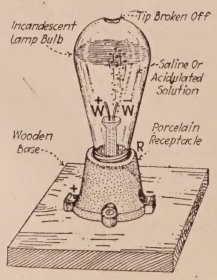
An "open" in the neutral wire of a three-wire lighting circuit may cause an excessive voltage to be impressed on some of the lamps. The system shown is, as a whole, balanced, and should the open occur at *X*, no serious trouble would occur, so long as the system remains balanced. But should the open occur at *O*, as shown, the portion of the circuit beyond this point is unbalanced and the lamps on circuit *B* and B_1 would burn at a decreased voltage, whereas those on circuits *A* and A_1 would burn at an increased voltage. However, the lamps on circuits *C*, C_1, *D*, and D_1 would, since they are balanced, continue to operate at normal voltage, which is maintained through the neutral. If the system has a potential of 225 volts between outer wires and 112.5 volts from either outer wire to neutral, an accidental open in the neutral as shown at *O* will cause a voltage at 75 volts to be impressed on lamps at *B* and B_1, and 150 volts on lamps at *A* and A_1, assuming that all the lamps are the same wattage. Such excessive voltage at *A* and A_1, is, in the majority of cases, sufficient to cause the lamps to burn out.

Polarity Tester

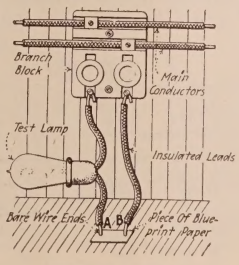
A makeshift polarity indicator can be very quickly made from a perfect or a burnt-out incandescent lamp, as illustrated. First prepare a salt or acid electrolyte in a vessel about 10 inches in diameter, then submerge the tip of the lamp in the electrolyte and "bite" it off with a pair of cutting pliers. The electrolyte will rise and fill the vacuum space in the glass bulb. A lamp receptacle *R* may be attached to a suitable wooden base block. Insert a piece of small wire with a hook bent on its lower end through the hole in the upper end of the bulb and break off the filament leaving the two copper ends *W* and *W* extending as shown. If current is led into these terminals, bubbles will form and rise from the negative electrode, or filament end connected to the negative side of the circuit.

To Locate a Defective Fuse

If the faulty circuit terminates in a panel box which serves many other circuits, it is first necessary to determine through which pair of fuses the faulty circuit is fed. This is done by touching the feelers of the test lamp to the load-side terminals of each pair of circuit fuses in succession until one pair of circuit fuses is touched which does not light the test lamp. Then it is known that one of the fuses, either A or B, is blown. Which of the fuses, A or B, is blown, may be determined by touching the test-lamp feelers to the supply side of one fuse and to the load side of the other fuse. If the test lamp lights when this is done, it indicates that the fuse terminal touched on the load side is good. If the test lamp does not light, it indicates that the fuse B whose terminal is touched on the load side is burned out. Always make the above tests to determine if both fuses are good or if both are defective. If both fuses test defective, that is, if the test lamp remains dark when tested, touch the test lamp to the supply side of both fuses. If the lamp then lights, both fuses are defective. If the lamp does not light, the open-circuit is further back on the line.



POLARITY INDICATOR MADE FROM A DISCARDED LAMP



USING BLUEPRINT PAPER FOR FINDING POLARITY

Encouraging Social Contacts with Women's Clubs

Most business men find it profitable to belong to civic and social organizations, even when it seems as if the time demanded were more than they could afford to spare from their business. But how about the women? The good will of the women of a community is of even more importance to the dealer in electrical appliances than is that of the men. Would it not be a satisfactory state of affairs if the groups of women in the women's clubs of your community felt the warm interest of friendship that comes from working together with some member of the staff of your store?

The women's public information committee of the Pacific Coast Electrical Association has recommended that the women of the electrical industry be urged to take a greater part in the social and civic work of their communities. Unfortunately, women's clubs hold their meetings as a rule, during business hours, but there are numerous business women's groups and civic clubs which have luncheon and evening meetings. Many of the larger women's clubs have sectional groups which are studying household or school problems where the woman with a special knowledge of the electrical field would be of inestimable service. Is it not worth while to seek out these opportunities for contact and to make it possible for the women of your organization to broaden their personal acquaintanceship?

How the Contractor Can Budget His Business

The Simple Plan Developed by the Electrical League of Cleveland for Use of Local Contracting Firms

IN SETTING up a budget system the first thing to estimate is gross income from sales for the year ahead.

To arrive at this figure it is necessary to consider past experience, general business outlook and invested capital. In view of the prevailing competitive conditions and the fact that the average capital turnover for 1923 was but 3.92 times, it would not be well to set the sales quota higher than 5 times the invested capital unless operating on a very low ratio of overhead.

Let us take a concrete case. The Blank Electric Company's invested capital is $11,000. Its sales for 1923 were, in round figures, $42,000 and for 1924, $46,000. Its average overhead expense ratio to sales for the two years was 28.4 per cent. It is reasonable to suppose that this company can maintain its ratio of increase in sales. Therefore, we shall set up its sales quota at $50,000 for the year. This figure will also permit us to stay within the limit of invested capital ratio to sales.

The total overhead expenses for 1924 in dollars and cents was $12,505.32 and it was found that the added volume of business could be handled without increasing the overhead expense. Therefore, by dividing $12,505.32 by $50,000 we arrive at the overhead expense ratio for the coming year which is 25 per cent.

Figuring on Monthly Basis

It will be remembered that the budget schedules are all based on monthly sales of $1,000. As the monthly sales quota which we have set up for this firm is $4,166.67, it will be necessary to multiply all figures in the 25 per cent column by 4⅙.

The monthly advertising appropriation then would be $83.20; allowances, $16.67; association dues, $8.32, and so on. The monthly total of all expense items would be $1,042.11.

In setting up a budget of this kind we may find some fixed items of expense, such as rent, which in this case is $85 a month. In such cases it is necessary to adjust the schedule by deducting from one item and adding to another or vice versa.

After all items have been established they are transferred to the quota column on the budget control sheet and the actual figures set opposite them each month. As the actual figures are cumulative from month to month it is necessary to multiply the quota figures by two for the second month, by three for the third month, and so on for the entire twelve months.

If sales fall below the quota they are put in in red ink or indicated with a question mark, as shown. If equal or above, in black ink.

The reverse method is used for the expense items.

The red figures or question marks are the danger signals and bring forcibly to one's mind that something is wrong.

The quota figures for a 3-months

Budget Schedule

Overhead Ratio to Sales	20%	22½%	25%	27½%	30%	32½%	35%	37½%	40%	42½%
Sales per Month	$1,000	$1,1000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000
Overhead Expense Items										
Advertising	20	20	20	20	20	20	20	20	20	20
Allowances	4	4	4	4	4	4	4	4	4	4
Association Dues	2	2	2	2	2	2	2	2	2	2
Auto Expense	13	14	16	17	19	21	22	24	25	27
Bad Debts	10	10	10	10	10	10	10	10	10	10
Depreciation	10	10	10	10	10	10	10	10	10	10
Freight and Express	1	1	1	1	1	1	1	1	1	1
Indirect Labor and Salaries	88	109	130	152	173	195	216	237	259	280
Insurance	6	6	6	6	6	6	6	6	6	6
Interest	4	4	5	5	6	6	7	7	8	8
Light, Heat and Power	2	2	2	2	2	2	2	2	2	2
Legal Fees	2	2	2	2	2	2	2	2	2	2
Miscellaneous	8	9	10	11	12	13	14	15	16	17
Office Supplies	4	4	5	5	6	6	7	7	8	8
Rent	20	20	20	20	20	20	20	20	20	20
Taxes	3	3	3	3	3	3	3	3	3	3
Telephone and Telegraph	3	3	3	3	3	3	3	3	3	3
Totals	$200	$225	$250	$275	$300	$325	$350	$375	$400	$425
To make 5 net, add to cost	33%	38%	43%	48%	54%	60%	67%	74%	82%	90%
To make 10% net, add to cost	43%	48%	54%	60%	67%	74%	82%	90%	100%	110%

period are shown in the filled-in form together with actual figures.

Having established a budget system for the contractor-dealer, our job is still incomplete. We must see to it that his costs are marked up sufficiently to make his overhead and return a net profit on invested capital.

How much must the cost of labor and material be marked up? The answer is found at the bottom of the budget schedule columns, handy as a ready reference.

In this case, if a 5 per cent net profit is desired there must be added to the cost 43 per cent. If a 10 per cent net profit is desired there must be added to cost 54 per cent.

It will be noted that the budget control sheets provide only for a 3-month period. This is for the purpose of flexibility. It is proposed to make a careful study of all budgets at the end of each 3-months period and, if items are found to be materially above or below quotas, readjustments will be made and new quotas set up for the next period.

The Skilled Touch in Applying Electricity to the Home

One of the encouraging signs of the influence of the various Electric Home exhibits being staged in the different sections of the country is the widespread adoption of electrical methods in the new homes going up in the various communities. Occasionally there will be built a home so completely electrified as to rank with the finest of the houses which have been placed on public display. Such an instance is to be found in the home of Otto Meek, located in Flintridge, near Pasadena, California.

The wiring and fixtures of this home have not been planned as separate things, but rather, each room has been planned for itself with a view to making the fullest use of electricity possible in achieving comfort and beauty. Special thought is given to the locating of fixtures, outlets and switches in the places where they will prove most useful and convenient. Not only are convenience outlets at hand for floor lamps and vacuum cleaner in such rooms as the living room, for reading lamps, heating pad and curling iron in the bedroom and for every needed appliance in the bath room and kitchen, but special thought has been given to the lighting arrangement, with a fine sense of the artistic values of light.

Floor lamps and portables are used to good advantage. Small lamps, concealed in the molding of oil paintings give just the desired illumination, so often missing in pictures hung on home walls. In the patio garden the fountain is wired so that at night it can be made a thing of beauty in the glow of amber blue and red lights. At the entrance where a fine old oak stands, the wiring has been extended so that a rustic lantern may hang from its branches to light the entrance way.

Individual Lights for Kitchen Furniture

With something of a more utilitarian purpose, china closets, kitchen cabinet, shelves, drawers and bins in the kitchen have each been equipped with individual lights, doing away entirely with the inconvenience and the inefficiency of dark corners. Here, too, convenience outlets are provided at accessible spots to care for the numerous small appliances ready to assist in the kitchen work. Besides dish washing machine and other more usual appliances, a small utility motor is at hand which is used for polishing silver, turning the cake and bread mixer and sharpening knives.

The laundry is entirely electrical, the back porch contains an electric refrigerator, the dining room complete table equipment, as well as an electrically wired serving table which is a warming table as well. The house is heated by an electrically controlled heating system.

It has long been recognized that the touch of the architect will transform the bare structure of a house into the basis for a home. The need is just as great for the hand of the artist in the adaption of electricity to home needs. Mr. Meek's home is an example of what can be done along this line by one who understands his medium.

Contractors should emphasize that electric homes which are exhibited contain, not the most, but the least number of applications of electricity which should be installed.

BUDGET CONTROL SHEET

Month	JANUARY		FEBRUARY		MARCH	
	Quota	Actual	Quota	Actual	Quota	Actual
Sales	$4166.67	$3706.25?	$8333.34	$8430.22	$12500.00	
Advertising	83.20	60.00	166.40	175.00?	249.60	
Allowances	16.67	22.50?	33.34	22.50	50.01	
Association Dues	8.32	25.00?	16.64	25.00?	24.96	
Auto Expense	67.50	32.00	135.00	78.62	202.50	
Bad Debts	41.67	37.06	83.34	84.30?	125.01	
Depreciation	41.66	41.66	83.32	83.32	124.99	
Freight & Express	4.17	—	8.34	—	12.51	
Ind. Labor & Salaries	544.00	544.00	1088.00	1088.00	1632.00	
Insurance	25.00	—	50.00	—	75.00	
Interest	20.80	—	41.60	—	62.40	
Light, Heat & Power	8.33	14.60?	16.66	29.40?	24.99	
Legal Fees	8.32	—	16.64	25.00?	24.96	
Miscellaneous	41.67	32.61	83.34	84.60?	125.01	
Office Supplies	20.80	34.00?	41.60	38.20	62.40	
Rent	85.00	85.00	170.00	170.00	255.00	
Taxes	12.50	12.50	25.00	25.00	37.50	
Telephone & Telegraph	12.50	10.54	25.00	22.60	37.50	
TOTALS	$1042.11	$951.47	$2084.22	$1951.54	$3126.24	

Remarks:

Overhead expense ratio to sales for January ---------- 25.6%
Overhead expense ratio to sales for January and February ---------- 23.4%
Overhead expense ratio to sales for January, February and March ---- 27.6%

THIS IS A THREE-MONTHS' BUDGET CONTROL SHEET DEVELOPED BY THE ELECTRICAL LEAGUE OF CLEVELAND FOR THE USE OF LOCAL CONTRACTORS

New Books of Interest to "Electrical Merchandising's" Readers

Chain Stores

By Walter S. Hayward, A.M., and Percival White. Second edition. New York. McGraw-Hill Book Company, Inc. 427 pages. Price, $4.

"The development of chain stores has followed the lines of least resistance," say the authors of "Chain Stores, Their Management and Operation." Perhaps that is the one big reason why the retail electrical field has been practically untouched.

The interest of the electrical dealer in this book plainly lies in two subjects: (1) Is the retail electrical field suitable for the development of chains? and (2) What methods which have contributed to the startling advance of chain stores may I apply to my business?

The authors answer the first question by: "The first fields taken up and exploited were those devoted to the retailing of necessities and of products which everyone uses constantly. * * * There is great opportunity existing, not only in old fields but in new and yet untouched fields. To capitalize these opportunities, it is necessary to heed carefully the methods and practices of others who have already been successful. It has been the purpose of this book to set forth, in so far as possible, the primary rules to be observed in conducting any chain enterprise as illustrated by examples of those who have been most successful."

For the independent electrical dealer who has no thought of expanding his business into a chain system, "Chain Stores" offers a clear outline of the merchandising methods which have made for the success of retail chains. If the independent retailer is to survive the inroads of the chain store, he must develop his merchandising methods to a higher degree of efficiency. Already chain drug and department stores are selling large quantities of small electrical appliances. "Chain Stores," gives many pointers that will help meet this new competition.

Constructive Merchandising

By Robert E. Ramsay. New York. D. Appleton and Company. 677 pages. Price $6.

After reading this excellent and complete work on progressive merchandising plans and principles, the reviewer believes it only fair to quote the publisher's own foreword and announcement:

"Here is a book that gives a clear understanding of merchandising problems, and their solution, that face every type of distributor; a handbook of successful merchandising campaigns. In forty interesting chapters Mr. Ramsay lays down sound principles that govern constructive merchandising. He then covers with care and fullness every medium and every method of merchandising, with direct reference to the particular products of every kind of distributor. Every point that needs illustration is clearly pictured in the illustrations."

Although this work does not apply in particular to electrical dealers, it abounds in merchandising ideas that, with a little thought, can be applied directly to increase sales of electrical goods. In addition, the author has drawn plentifully from the store of material which has appeared in *Electrical Merchandising* and *Electrical Retailing*. The electrical merchant who reads and applies "Constructive Merchandising" is bound to increase his sales.

Financial Organization and Management

By Charles W. Gerstenberg, Ph. D., J. D. Second edition. New York. Prentice Hall, Inc. 723 pages. $5.

Financing a business is a big problem, whether it be an industrial or retail establishment. If the finances are not built from a solid foundation there is very apt to be rocking as the business progresses. In this book Charles W. Gerstenberg, author of "Principles of Business," expresses very clearly and straight to the point many of the details which a business must consider, in arranging a solid financial program.

He discusses the various forms and methods of procuring finances, as well as pitfalls encountered in their detail. The sources of working capital are very clearly shown, and are divided into ten separate groups. 1. The business itself. 2. From customers. 3. From trade creditors. 4. From investors. 5. From banks. 6. From note brokers and commercial paper houses. 7. From discount houses. 8. From commercial credit houses. 9. From finance companies and 10. Miscellaneous.

In the chapter on "working capital" each of these sources of working capital is very ably discussed, and gives the reader a very clear picture of its particular place in the financing of any business.

Of particular interest to the store is that chapter on "management of income." Much attention is given to the analysis of operating expenses. The value of such analysis and again taxation as affected by the operating expenses. The writer gives in practical language a very careful and worthwhile analysis of the problem of expansion, not only as it applies to manufacturing industries, but the wholesaler, the jobber, the retailer.

The discussion of this subject should be particularly helpful to the merchant. It is at the time of expanding a retail business, that many merchants meet their "Waterloo," due to a lack of knowledge of how to bring it about, how to handle the many details, and what method to use in raising the additional necessary finances.

Credits and Collections in Theory and Practice

By Theodore N. Beckman. First edition. New York. McGraw-Hill Book Company, Inc. 465 pages. Price, $4.

To meet the need of merchants with limited experience in credits and collections, as well as the demands of seasoned credit managers, Theodore N. Beckman, assistant professor of business organization, Ohio State University, brings out in simple understandable language much practical information on the subject. Both the foreign and domestic fields are covered, and special attention is given to mercantile credits.

Chapter four has been devoted entirely to the subject of retail credit. The place and importance of retail credit in industry is carefully explained. Considerable attention is given to the subject of carelessness in granting credit by retail merchants. Resultant effects are shown while suggestions are given for remedies to overcome such bad practices.

Of special value to the merchant should be that chapter on "Organization and Operation of a Mercantile Credit Department." In it Mr. Beckman gives some very valuable guides in the handling of credit work. Not only does he discuss the organizing of the department but he gives a very clear picture of its operation. The follow-up credit file, the investigation before shipment is made, the credit form of card, etc., are only some of the subjects which are ably handled.

The legal side of credits and collection, and the subjects of assignments, receiverships, and questions in bankruptcy, are clearly presented and discussed. In conclusion Mr. Beckman describes credit insurance, a protection against bad credit risks.

"Principles and Practice of Show Card Writing"

By Lawrence E. Blair. First edition. New York. McGraw-Hill Book Company, Inc. 275 pages. Price, $2.50. Illustrated.

Show card writing is no small problem for the retail merchant. Few can afford to hire experienced men for this work. In an effort to help the retailer, the author outlines in this book many hints and suggestions which are of real value to any dealer.

Some of the subjects which Principle and Practice of Show Card Writing considers are: What the show card writer should know about advertising; How to arrange lettering designs effectively; and how to develop individual styles, etc.

All in all, the book should be of real value to any retailer or in fact any type of business which is continually using show cards to bring the attention of the buying public to what they are selling.

Answers to Questions on the Code

Discussion of Wiring and Construction Problems—Nationally Known Authority Answers Questions of "Electrical Merchandising's" Readers

By VICTOR H. TOUSLEY
Chief of Electrical Inspection, City of Chicago
Member of Electrical (Code) Committee, N. F. P. A.

Size of Wire on Branch Circuit

QUESTION: *Will you please inform me as to the load that may be carried safely on one circuit using 12-gage wire; also how much can be put on a No. 14 wire? I am using a glue heater which takes 6.6 amp. on a circuit which has seven 75-watt lamps and one 60-watt lamp. The total load is 1⅛ kw. The wire used is No. 12, fuse 20 amp.*

ANSWER: So far as the code is concerned, the size of wire used on the branch circuit has no particular bearing on the capacity of such a circuit. The ordinary 110-volt branch circuit must not have more than 12 outlets nor be fused over 15 amp. Using a wire larger than No. 14 does not, in itself, authorize any increase in the capacity of the branch circuit.

The rule on heating appliances states: "Heating appliances of 6 amp. or 660 watts or less may be used on branch circuits." In the case cited above, the total load does not exceed the capacity of a No. 14 wire and the load can be carried on a 15-amp. fuse. The rule on branch circuit capacity would not, therefore, be violated if the circuit fuse was changed to 15 amp. The heater used, while it only slightly exceeds the size allowed, does violate the code rule on branch circuits.

Separable Plugs Sometimes Required

QUESTION: *Do the rules of the code require the use of separable attachment plugs?*

ANSWER: No, the code does not require the use of separable attachment plugs, at least not generally. Many inspection departments have rules which require that all receptacles placed near the floor be designed for the separable attachment plug. Similarly, show-window and other special receptacles are required to be of this type. The rules require some form of separable attachment plug on heaters and some similar devices. Practically all portable devices and many portable lamps are now provided with the separable attachment plug so that this type of receptacle is perfectly practical.

Must Conduit Be On Outside Wall?

QUESTION: *Is it permissible to run a service conduit from an overhead service through the building and down a partition wall or must this conduit be carried on the outside wall?*

ANSWER: The question is answered in part by two rules of the code. The service switch must be placed as close as possible "to the point where the wires enter the building." A strict interpretation of this rule would prohibit the carrying of the service wires down an inside partition, as the service switch would not then be placed "close to the point where the wires enter the building." The rule on service switch location contemplates that the service switch shall, generally, be placed on the outside building wall.

The code does not require that the service conduit be placed on the outside of the outside wall of the building. Many inspection departments, however, have rules requiring this construction. It is contended that, while the service conduit may be better protected from weather when embedded, still, it is a greater fire hazard when run concealed in combustible partitions. In many cases, the outside wall of a building is of brick, stucco or other non-combustible material; and even where the wall is of frame, a burning out of the conduit generally will be noticed quickly.

In so far as the fire hazard is concerned, the service conduit differs from other conduits in that the wires enclosed are without fuse protection, and when a short or ground occurs, the arc frequently continues to burn to the full length of the conduit. When such a short or ground occurs on a service conduit in a concealed space, a fire is almost sure to occur. The fire is not liable to be noticed for some time and it is very difficult to get at. These objections do not exist where the conduit is exposed on the outside wall. Many inspection departments allow conduits embedded in brick or concrete walls.

Wiring an Outlet for a Show Window

QUESTION: *In wiring an outlet for a receptable in the lower part of a show window for attaching display devices, does the code prohibit the connection of this outlet to the circuit supplying the show windows?*

ANSWER: The code does not forbid this construction, in fact, the code contains no specifications of any kind of this particular subject. Many localities, however, have local rules bearing on the wiring of show windows. In some localities the rules prohibit the connection of the receptacle referred to on the show window circuit while other localities permit it. Some inspection departments require a separate and independent circuit for this receptacle. The questioner should consult the inspection department for a specific ruling.

The purpose of the show window receptacle is to provide an outlet for the connection of the various electrical devices and displays commonly used in show window decoration, and to avoid long runs of cord to receptacles outside the show window or to sockets or receptacles in the ceiling

of the show window. The desirability of such a requirement is shown by a recent check made on a business street in an outlying district. This check was made on a week day night and not during the time of any holiday display or unusually cold weather.

It was found that about 25 per cent of show windows of all types contained some form of electrical display or electrical device. It is fair to assume that only a portion of these show windows were provided with show window receptacles. If all windows had been so provided, the percentage would have been much higher. The holiday season generally increases the use of electrical devices and decorations in the show window, and during cold spells electric fans are frequently used to keep the glass from becoming frosted.

Whether the outlet should be connected to the show window circuit or to a separate circuit will depend a great deal upon the character of the business conducted. Ordinarily, the load connected to these receptacles is small. Occasionally, however, as in the case of a furniture store, several stand lamps may be connected to one receptacle.

When only a small load is liable to be used in the show window, it may be safer to connect the receptacle to the show window circuit for the following reason. The amount of current flowing, and the destructiveness of the arc produced in case of a short circuit depends to a great extent upon the temperature of the fuse protecting it. If a small portable cord was connected to a circuit protected by a 15 amp. fuse and there was no other load on the fuse, the fuse would run practically cold.

In case of a short circuit, a heavy current must flow through the fuse for a sufficient length of time to raise the temperature to the melting point. In the meantime this excessive current must pass through the contact producing the short circuit. On the other hand, if this same portable lamp is connected to a well loaded circuit, the 15 amp. fuse will be operating quite close to its melting point. If, then, a short circuit occurs in the flexible cord, very little excess current is required to blow the fuse and the resulting arc at the point of short circuit is much less severe. It will be seen, therefore, that from a fire standpoint, it may be better to connect the show window outlet to a well loaded circuit.

Effectiveness of Code Compared With Other Fields

QUESTION: *In a letter recently received the correspondent referred to the matter of the effectiveness of the National Electrical Code and inspections in general. Part of the answer to this rather broad query is given herewith.*

ANSWER: It is taken very much for granted that the National Electrical Code and inspections under this code tend to reduce both the fire and life loss from electrical causes. The code itself, leaving out of consideration for the moment the matter of inspections, sets up a standard that is far-reaching in its effectiveness. In has been in existence for many years. It represents the best thought of the representatives of those associations and organizations who are charged with its maintenance. It is based on a vast and nationwide experience. There is probably no other code of a similar nature so generally used and so consistently enforced.

The standard set up by the code itself must, therefore, exert a powerful influence in reducing the hazard of electrical fires and accidents. Inspections under the code have existed since the code itself was originated. In probably no other field of industry is inspection more complete and more exacting.

The very nature of the science upon which the code is based tends to draw into the field of activity those who are deeply interested in its problems. What does the code and inspections accomplish? There are presented herewith two sets of curves. The curves shown in Fig. 1 represent the number of automobiles in use from 1915 to date, also the number of fatal accidents which have occurred from automobiles over the same period. These curves were taken from a recent issue of an insurance company's publication. Fig. 2 shows the increase in the use of electrical apparatus and the fire loss which has occurred from the use of this apparatus. Note how, in the case of automobiles, the number of fatal accidents has increased with the increase in the use of automobiles. Then note that, in the case of electricity, while the amount of apparatus in use has increased to more than 250 per cent, the number of fires has decreased to less than 50 per cent. While it is realized that in

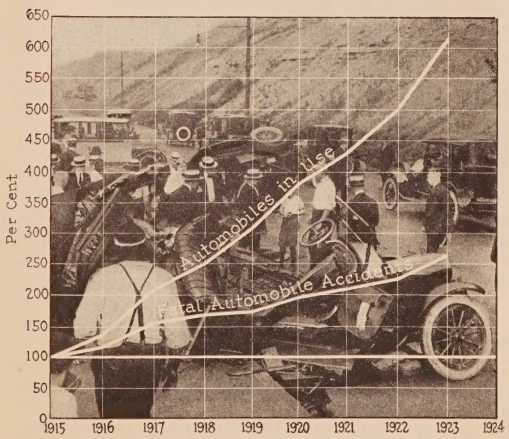


FIG. 1—The number of fatal accidents has increased with the use of automobiles.

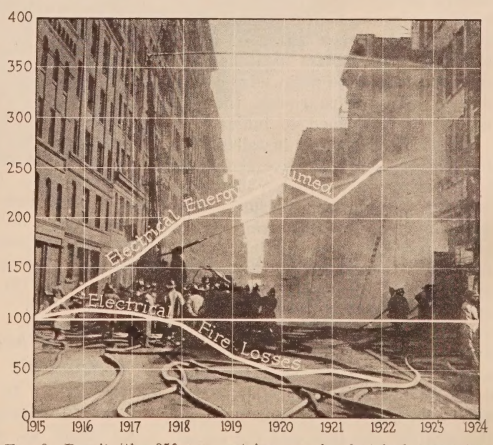


FIG. 2—Despite the 250 per cent increase in electrical apparatus, the number of fires of electrical origin has decreased to less than 50 per cent.

the case of automobile accidents there are many involved factors which do not exactly apply in the case of electrical fires, still, the main hazard of the automobile is accidents and the main hazard in the use of electricity is fires. A long-continuing, constant effort through the code and inspections has kept down the fire loss. The absence of similar effective regulation has allowed the automobile hazard to increase enormously. With a control of the automobile hazard as effective as that of the electrical hazard the curve of automobile accidents would tell a different story. So, also, if the control of the electrical hazard had remained as ineffective as that of the automobile hazard, the electrical fire and accident loss would have been tremendous.

Polarizing Requirements on Fixture Installations

QUESTION: *Will you please explain the polarizing requirements of rule* 1,400?

ANSWER: There are two provisions in the rules under Article 14 relating to the polarizing of fixtures. Rule 1,402 b reads: "Each fixture shall be so wired that all screw shells of sockets will be connected to the same fixture stem wire, or supply wire, or terminal in the fixture, and this wire or terminal shall be marked in an approved manner by which it may be readily distinguished. The marked wire shall in all cases be the grounded wire." It is the intent of this rule that every fixture intended for use on a grounded system shall, when wired, be polarized. This polarizing consists in so connecting the various wires and sockets that, when complete, the screw shells of every socket on the fixture shall be connected to the same main wire of the fixture. This wire should then be marked or identified to indicate it.

When the fixture is installed, this marked or identified wire should be connected to the marked or identified wire of the branch circuit. The main purpose of polarizing is to safely permit the grounding of the metallic structure of the fixture by omitting the insulating joint. Insulating joints were originally required when practically all lighting fixtures were combination gas and electric. Through the breaking down of the thin insulation of the fixture wire, holes were often burned through the gas pipe and the escaping gas ignited, setting fire to the building. The provision of the insulating joint tended to eliminate this more or less dangerous condition by insulating the metallic structure of the fixture from the ground.

The use of the insulating joint, however, introduced certain hazards. If the insulation of the fixture wire, or of the socket, broke down, the fixture frame became alive when the breakdown occurred on the live side of the circuit. A person touching the fixture was liable to a shock, which in many cases was severe and, where breakdowns had occurred between primaries and secondaries outside the building, these shocks were liable to prove fatal.

Gas Ignition Hazard Reduced

As most fixtures are now straight electric, the hazard from gas ignition has become negligible and the omission of the insulating joint has become advisable. With the insulating joint omitted and the metallic structure of the fixture grounded the probability of shock has been reduced to a minimum and a safer installation has been obtained. The simple grounding of the metallic structure of the fixture, however, introduced new conditions which were objectionable. With the fixture frame grounded the metallic jacket of the socket became grounded.

Were the screw shell of the socket to be connected to the live side of the circuit, the shell would be separated from the grounded jacket of the socket only by the thin fiber socket lining. When a lamp was inserted or removed from the socket, if the live lamp butt extended beyond the socket lining, there would be great liability of shocks when touching it or of short circuits through metallic objects coming in contact with live butt of the lamp and the grounded jacket.

For these reasons the rules require the screw shell to be polarized and so connected that the screw shell is on the grounded side of the branch circuit. Under these conditions with a lamp inserted there is practically no liability of shock and with the lamp removed the only live part of the socket exposed is the small contact at the base of the socket opening.

Use of Weatherproof Wire in Conduit

QUESTION: *With reference to method of wiring cold storage and ice plant, we find that the code does not make itself clear to us under articles* 501 *g*, 505 *d and* 611 *h. The building that we are interested in is of concrete construction and has been wired in conduit using weatherproof wire and sign receptacles. The city inspector and ourselves are in doubt as to whether this will pass the code. Please let us hear from you as to whether or not the use of weatherproof wire is permissible in this case.*

ANSWER: Weatherproof wire is not approved for use in conduit. Rule 503 i, on "Conduit work," states that: "Conduit wires shall be approved rubber covered type, or if in a permanently dry location, of the varnished cloth insulated type." The use of weatherproof wire in conduit is a violation of the rule and such wire should be replaced with rubber covered wire. Weatherproof wire is objectionable in conduit but doubly so where the conduit is in a wet place.

The term "weatherproof" as used to describe the insulation of the wire of this name is misleading and unfortunate and should be changed. Weatherproof wire is designed and intended to withstand the elements (weather) and, while the greatest insulation destroying property of weather is moisture, still weatherproof wire is not necessarily moisture proof. Rubber covered wire is considered as moisture proof and should be used wherever the breaking down of the insulation will result in trouble as, for instance, where a wire is used inside a building or in conduit. The point raised in this question was discussed in the July issue of *Electrical Merchandising*.

As a further point in connection with this matter, it may be stated that in the examination of electricians for licenses it is found that a very large percentage of the applicants will state, when asked a direct question regarding weatherproof wire, that such wire should be used for wiring in conduit in wet places and many of them believe the code will be complied with where weatherproof wire is used for the service run on overhead services, as part of this run is exposed to the weather. Of all cases where weatherproof wire should not be used in conduit, none is more important than the unprotected service run. This wrong impression is undoubtedly due to the misleading designation of this wire.

Electrical Merchandising *Pictorial*

A Monthly Picture Section of Sales Ideas

Patience—

"A Woman Always Wants to Try On Twelve Dresses Before She Buys One"

Records of women's wear shops show that, at the close of a business day, an average of *twelve* dresses have been tried on, to each *one* sold.

If records were kept in lighting fixture stores, they probably would show that the average woman looks at many more than twelve fixtures before she buys one.

Why shouldn't she? Fixtures wear longer—sometimes ten to twenty years. A dress wears only one.

This, the saleswoman knows—because she is a woman, and women in stores everywhere instinctively exercise *patience in selling to women.* If the fixture salesperson is a man, he too must learn this first principle — he must learn—patience.

Six Plans to Get Store Traffic

NIGHT ILLUMINATION
of store building, windows and store interior draws people to a store, as moths to a flame. No reflection on human beings, but they just naturally are attracted to light. This is the building of the Southern Minnesota Gas and Electric Company, Albert Lea, Minn. If a store remains open at night, light will catch prospects then and there. If not, the impression will remain, and they will come in the next day.

SELLING THEATER TICKETS
is used by the Merchants' Heat and Light Company, Indianapolis, Ind., as a means of keeping people coming to the store. This picture shows "a quiet period," as explained by R. R. Frey, merchandise manager, who says, "Had to take this picture during a quiet period, as there usually is too much traffic past this theatre booth. At times, the whole aisle is packed by people at this booth and cashier's window.

CHAIRS FOR COMFORT
of tired shoppers situated in a pleasant atmosphere of an attractive store will bring in women who are on their shopping tours. Rest rooms have been important in getting traffic for department stores. The same idea has been applied here on a smaller scale by the Goettman Electric Shop, N. S. Pittsburgh, Pa. Electric shops need more women customers. Here is a way to get them.

That Result in Increased Sales

A Cross-Country Tour to—

Charleston, N. C.
Pittsburgh, Pa.
Indianapolis, Ind.
Chicago, Ill.
Albert Lea, Minn.
Sacramento, Cal.

COLLECTION
OF LIGHT BILLS

for the central station is a practice of the Calumet Electric Shop of Chicago, Ill. The convenience results in good will for both electrical store and electric light company, but the greatest benefit is derived from the increased sale of merchandise brought about by the traffic. The cashier's cage is at the rear of the store.

BALCONY ACCOMMODATIONS

for public lectures on domestic science subjects and a free radio experimental laboratory are provided by J. C. Hobrecht, Sacramento, Calif. The lectures not only get store traffic, but increase interest in labor-saving appliances. The radio construction room is provided for amateur enthusiasts who assemble their sets under the guidance of a radio expert. Parts, of course, are bought in the store.

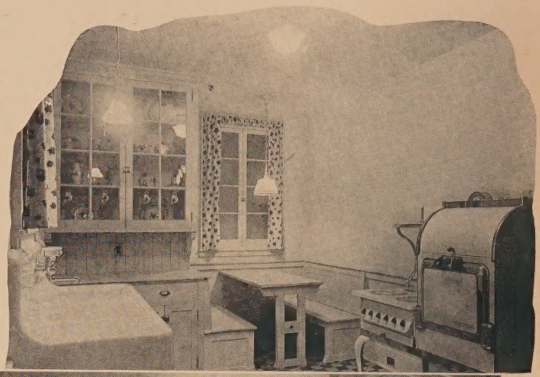
TELEPHONE
AND WRITING DESK

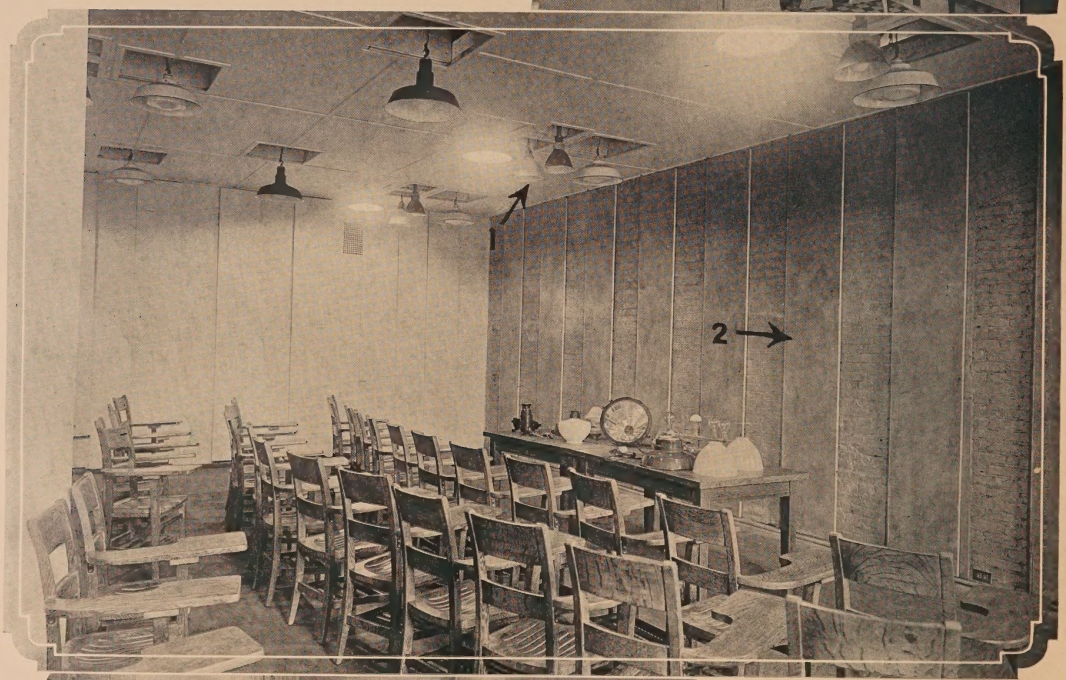
is placed in the center of an appliance and fixture display by the Louis D. Rubin Electrical Company, Charleston, N. C. Its appeal is manifold. Women often meet their friends there. It is used for phone calls. It furnishes accommodations for writing or for viewing catalogues of merchandise which is not in stock, but which can be had on order.

Demonstrating More Than 1,000 *Uses and Applications of Incandescent Lamps*

The New Edison

Named in honor of Thomas A. Edison—inventor of the incandescent lamp—the new Edison Lighting Institute, located on the grounds of the Edison Lamp Works at Harrison, N. J., (within twenty minutes' ride of New York City) becomes the latest educational unit placed in the service in the electrical industry. In the Institute's numerous exhibit rooms and auditoriums, which occupy 18,000 sq.ft. of floor space, every possible application of modern incandescent electric lighting,—in the home, in commerce and in industry, — can be instantly illustrated or demonstrated.





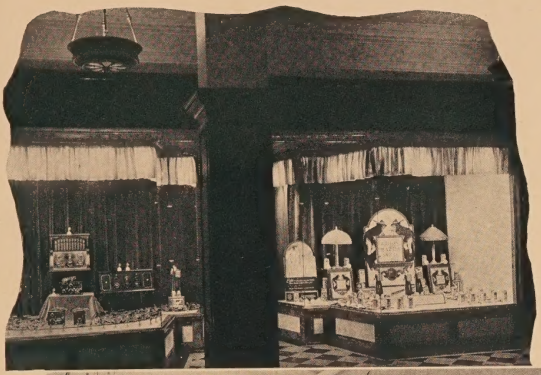
The magnitude of the Edison Lighting Institute will be best grasped when it is explained that its installation comprises:

779 lighting outlets
350 switches
166 convenience outlets
88,000 ft. of wiring
27,000 ft. of conduit
11 distribution cabinets

On this page are shown the model kitchen, the industrial-lighting class-room, and a model bedroom. At (1) in the industrial-lighting picture are seen the movable ceiling units and reflectors, for simulating any lighting condition. At (2) are shown the reversible wall shutters,—white on one side and dark on the other,—by which the influence of wall colors on shop lighting can be illustrated at the touch of a button.

Lighting Institute

Dedicated to the Service of the Electrical Industry, Feb. 12, by Frank W. Smith, Chairman Lamp Committee, N.E.L.A.



At the dedicatory ceremonies on Lincoln's Birthday, in the presence of a representative audience, the golden key to the Edison Institute was formally turned over to Frank W. Smith, as its custodian for the electrical industry. A. W. Burchard, vice-president of the General Electric Company, outlined the Institute's educational purpose, and invited contractor-dealers, jobbers, central-station men and manufacturers to avail themselves of the Institute's unique facilities for training electrical men and women of all branches of the industry in the better use of electric light.

Arrows in the central picture of the main auditorium point out: (1) show-windows arranged for color-changing and high-intensity lighting; (2) speaker's switching pedestal controlling all circuits, including motor-driven shutters; (3) stage lighting effects, with automatic revolving stage; (4) home lighting, kitchen, dining room and living room of complete "home electrical;" (5) combination direct, semi-direct, and indirect lighting units; and (6) motor driven window shutters. In the curtained panels above the home alcoves, sign-lighting effects are also being installed. The picture at right, shows this auditorium in use by an audience.

A complete retail store, with changeable lighting equipment, is another feature of the Institute. This store's entrance and display windows are pictured at top of page.

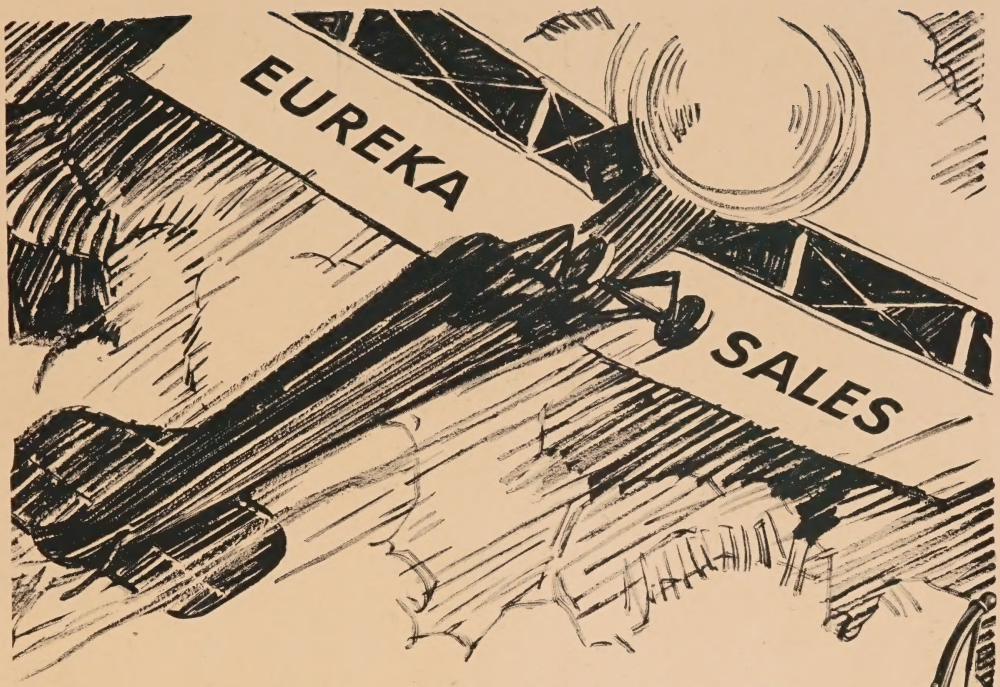
The GREATEST YEAR of the Greatest Cleaner!

Eurekas *sold in 1924!*

The Grand Prize

EUR

VACUUM



One in every four electric vacuum cleaners of all makes sold in 1924—or, according to the most reliable figures available, a full 25% of the total year's sales of the entire electric cleaner industry—were Grand Prize Eurekas.

Another amazing year has just furnished indisputable and conclusive proof of Eureka's sales supremacy—and has blazoned across the sky of electrical America the latest and greatest of the long list of Eureka selling achievements.

Few men in the electrical appliance industry would have conceded, even a few years ago, that it would be possible to sell practically a quarter of a million cleaners of a single make between January 1st and December 31st.

Yet so sensational has been the onrush of Eureka popularity and so astonishing the results of Eureka merchandising that this Grand Prize Cleaner has already attained this stupendous volume of sales, and has thereby established its right to be known as the world's fastest selling electric cleaner.

More than a million homes are Eureka-cleaned—and this number is growing by leaps and bounds. The thoroughness with which the high powered Eureka does its work and the matchless service it renders for so many years are at once the secret of its tremendous past success and the guarantee of an even more brilliant future.

The opportunity to share in this future is one which no dealer in any of the major home appliances can afford to neglect. Write or wire the factory for an early appointment with the Eureka sales manager in your territory.

EUREKA VACUUM CLEANER CO., DETROIT, U. S. A.

Makers of Electric Vacuum Cleaners since 1909
Canadian Factory, Kitchener, Ont.; Foreign Branch,
8 Fisher Street, Holborn, London, W. C. 1, England

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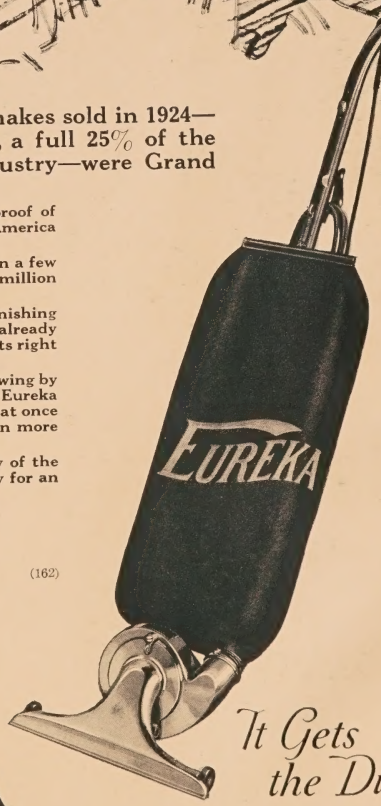
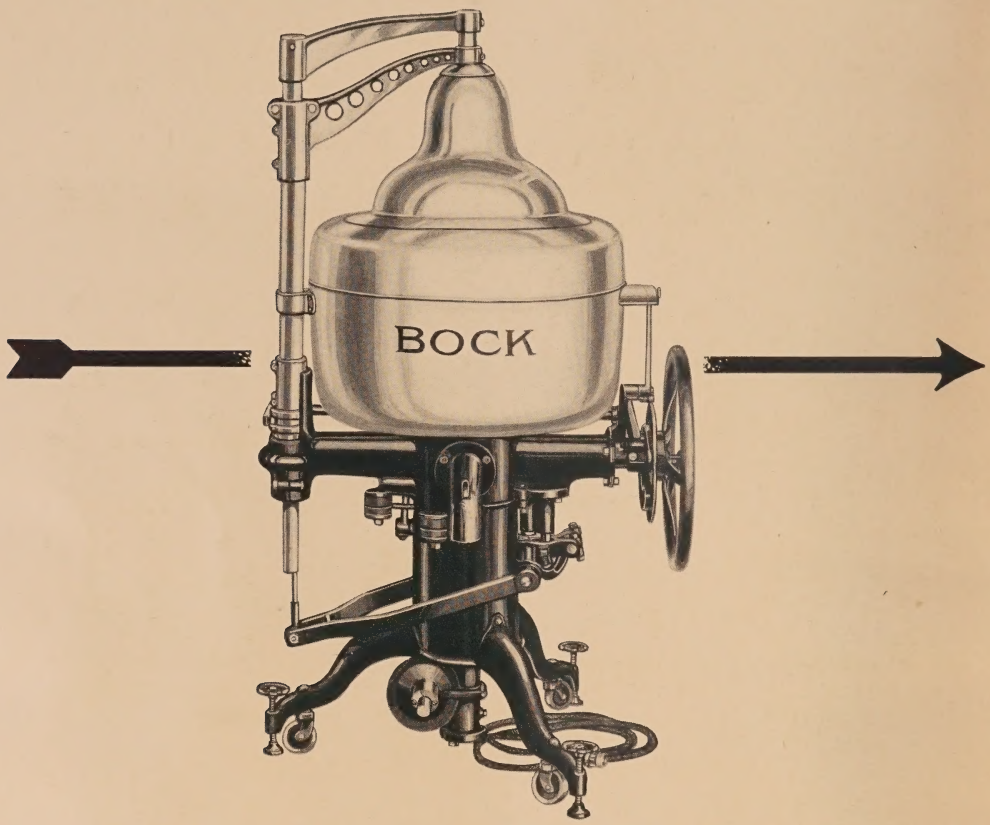


EKA
CLEANER

It Gets the Dirt

BOCK Laundry Machine

A Complete Home Laundry Service



This machine completes All operations from soiled clothes to the iron.

BOCK Laundry

It Eliminates All This Drudgery

Look at the above illustrations!!

They show the greater drudgery still to be done after washing.

A laundry machine to be a real Labor-saving Device must do everything from the soiled clothes to the iron.

Every one of the wearisome and laborious operations shown in the above illustrations is eliminated by the BOCK.

Opening a faucet and the turn of a wheel is all that is necessary from the time soiled clothes are placed in the machine until taken out clean, sweet and with just the proper amount of dampness to iron.

As a Bock dealer you can easily and quickly gain an unassailable position, develop invaluable prestige, and *dominate the washing machine business* in your territory. Dictate a letter now, asking for full particulars.

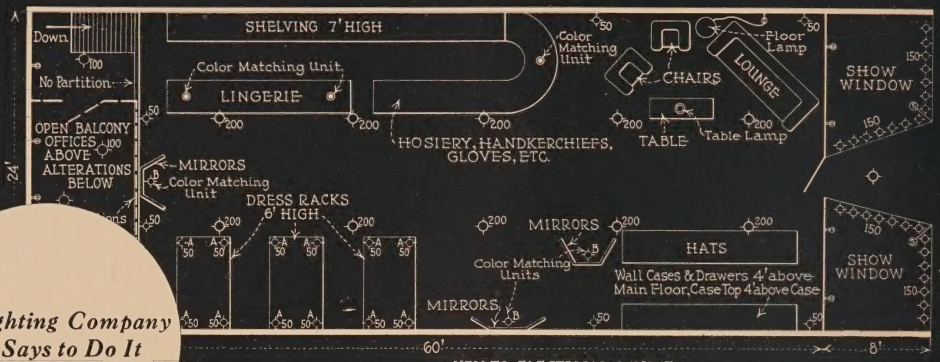
Machine Co.

Toledo, Ohio

Electrical Merchandising Pictorial, March, 1925

Recommendations for Illumination of Retail Store

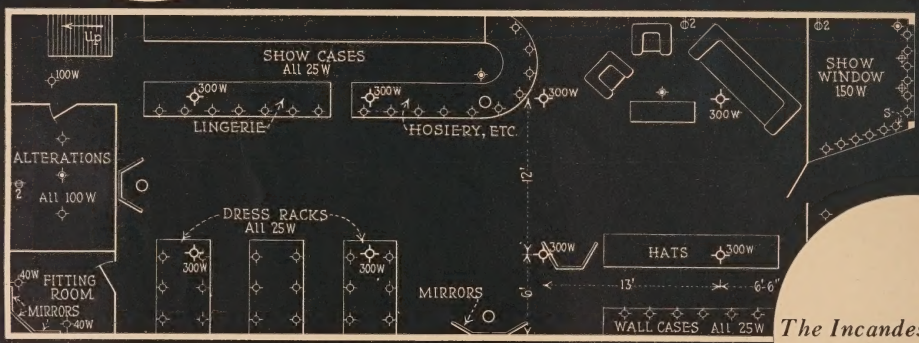
The Lighting Company Man Says to Do It This Way—



KEY TO ELECTRICAL LAYOUT

Wall Bracket · Ceiling Outlet · Mirror Bracket · Receptacles
Outlet for Dress Rack · Floor Outlet · Spot Light

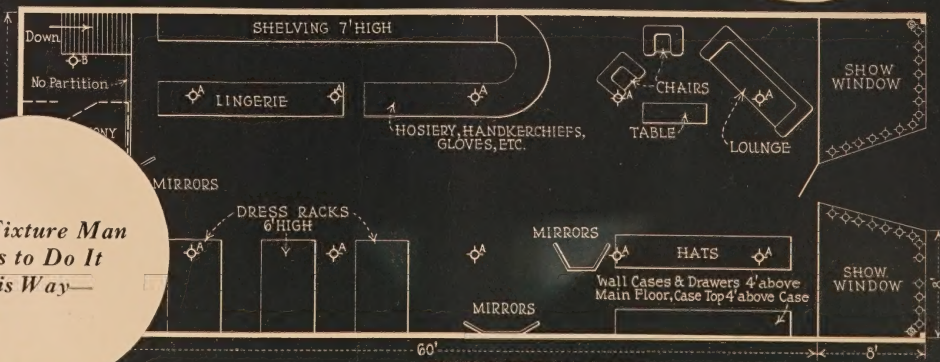
The Incandescent Lamp Man Says to Do It This Way—



KEY TO ELECTRICAL LAYOUT

Indicates Electric Outlet · Indicates Wall Bracket · Indicates Convenience Outlet
Indicates Spot Light · Indicates Floor Outlet · Indicates Color Matching Unit
Indicates 500W Window Outlet

The Fixture Man Says to Do It This Way—



KEY TO ELECTRICAL LAYOUT

Hanging Type · Ceiling Type · Window Type · Spot Light

Lighting a Women's Wear Shop

Power Company, Incandescent-Lamp, and Fixture Representatives Present Their Recommendations for Illumination of Retail Store, at Meeting of New York Section, Illuminating Engineering Society

The Incandescent-Lamp Man's Solution

By D. W. Atwater
Westinghouse Lamp Company, New York City

A summary of Mr. Atwater's recommendations is as follows:

"General store illumination—Two rows of luminaires, four in a row; enclosing globe type of luminaires with opal glass; 300-watt Mazda C clear-bulb lamps in globes with diameters of at least 16 inches; bottom of globes 10 ft. above floor.

"Show Cases — Either individual mirrored glass units with mill-type lamps, or continuous metal trough reflectors, with 25-watt tubular bulb show-case lamps on 24-inch centers; wiring of sufficient capacity to permit use of 50-watt mill-type or 40-watt tubular lamps.

"Dress Racks—Six 25-watt lamps for each case, either individual mirrored glass units or those of trough type.

"Color Matching—One of stand type on hosiery counter and two pendant units 6 ft. above floor, one in front of each of the triplicate mirrors; clear-bulb lamps, light from which is filtered through blue glass screens.

"Miscellaneous Rooms — Fitting room, on each side of mirror, wall bracket mounted 5 ft. 6 in. above floor; alterations room, two ceiling-type enclosing glass globes at least 12 in. in diameter using 100-watt Mazda C clear-bulb lamps, and same in passage adjacent to stairs; over balcony, three ceiling-type.

"Show Windows—Standard show-window reflectors of mirrored or prismatic glass on 14-in. centers with 150-watt Mazda C clear-bulb lamps; reflectors flush with top of window; spot light in top corner of each window with 250-watt G-30 bulb lamps; floor outlet in front; wall outlet in rear; two 500-watt Mazda C lamps with mirrored glass reflectors to offset daylight reflections."

The Central-Station Man's Solution

By Charles D. Poey
New York & Queens Electric Light & Power Company, Long Island City, N. Y.

"My layout," explains Mr. Poey, "is made on the basis of supplying efficiency in lamp equipment coupled with decorative features. With this end in view, I have used a few side-wall brackets with shades to match the main ceiling units.

"1. For lighting the show windows, it is suggested that the specified lighting equipment have 150-watt, Type C lamps. There are 28 lighting outlets in these windows with four additional convenience outlets, and a 200-watt lamp in the entrance foyer.

"2. The general lighting equipment for the store proper calls for ten 200-watt, Type C, clear lamps. There will be some criticism of this wattage, but I believe a 300-watt lamp together with the local lighting equipment would be more than the average lighting salesman could sell a store of this type. There are also color-matching, decorative, and dress rack units.

"3. Taking the last section of the store, below and above the mezzanine, for general lighting, there are eight 100-watt units as in the store proper. As there is a triplicate mirror in the fitting room, it is suggested that a color-matching unit be placed as in the store proper, and an addition of eight convenience outlets placed as shown.

"Our total lighting load for the complete store would be 11.5 kilowatts."

The Fixture Man's Solution

By N. W. Belmuth
Shapiro & Aronson, New York City

"The best modern practice requires the use of totally inclosed units to protect the lamps from dust and dirt depreciation," declares Mr. Belmuth. "I accordingly select a unit of this class consisting of an ornamental fixture with an inclosed globe, opal top and bottom and clear glass panel.

"If we install ten of these units located as indicated on the accompanying plan, this will give 12 ft.-10 ft.-5 ft. spacing. Each of these units should be equipped with a 300-watt Mazda C lamp.

"For the show windows I recommend that electric outlets be provided on 12-in. centers and 6 inches inside of plate glass. Each outlet to be equipped with a 200-watt prismatic or mirrored glass reflector, angle type, furnished with 200-watt Mazda lamp."

Specifications for the Store to Be Lighted

THE sketches opposite show three plans for the lighting of a quality women's wear shop, as presented respectively by Charles D. Poey, illuminating engineer, New York & Queens Electric Light & Power Company; D. W. Atwater, illumination bureau, Westinghouse Lamp Company, and N. W. Belmuth, Shapiro & Aronson, before the New York Section, Illuminating Engineering Society, New York City.

The shop to be lighted was of the semi-exclusive type, located on the main thoroughfare of a city having approximately 100,000 population. Other general data included: Ceiling, light cream finish; side walls, medium buff finish; show windows, closed back, French grey finish, except floor, natural finish; show window floor, 2 ft. above main floor level; show window ceiling, 8 ft. above window floor; all triplicate mirrors 6 ft. 6 in. high from floor, and all counters, 3 ft. 6 in. high from floor.

Electrical Merchandising

The Business Magazine of the Electrical Trade

believes that:

THE total sales of all appliances going into a community, through all retail channels, is the only true measure of the commercial-development job being done by the local central-station sales manager and his appliance department.

For although the central station's own appliance sales may be large compared with previous years, they may yet be reaching only a fraction of what the community should be absorbing. Or they may have been built up at the destruction of larger total sales by other dealers, whose appliances are of equal load-building value on the central station's lines.

IN a community properly developed electrically, the *total appliance sales should equal, "dollar for dollar," the total sales of electricity* to residence and general customers.

Competition Creates Business

WHY be sore at your competitor when you lose a wiring job or an appliance sale? There is no fixed limit of business to be had in the electrical industry. The more business that is done, the more new demand that is created.

When a competitor sells a house-wiring job, he has created a new sale possibility for you as well as for himself. When you sell a vacuum cleaner, you are a missionary of electrical convenience, and the conversion to washing machine, ironer, dishwasher and wiring conveniences will follow rapidly.

The Jobbers Lend a Hand

A MIGHTY practical way to help the contractor and dealer install a proper accounting system is that adopted by the electrical jobbers of Milwaukee. They are offering to refund to any contractor customer installing a standard accounting system, one per cent of that customer's bill until the accounting system is paid for.

As it costs $85 to put in the complete forms of such a system, including one month's supervision by an experienced accountant, and since such an outlay of $85 falls heavily on the average retail electrical business, this method of meeting and spreading out the expense will be seized upon eagerly by many local retailers. Such accounting systems in operation will return, in credit stability and sound accounts, more than their expense to the contributing jobbers—is our prediction.

With the Cost-of-Living Again Going Up

THOSE who have been watching the general commodity-price figures have noted that these have been rising for the last few months. The "cost-of-living" is again going up.

Undoubtedly this rising tide must be reflected eventually in the prices of electrical things as well, unless greater manufacturing and distribution efficiencies and increasing production and sales volumes can meanwhile combine to hold down costs. If the electrical industry can meet the general insistence of merchants and the consuming public for a reduction of prices in the face of the general conditions cited, we shall be at a great advantage in spreading the electrical idea during 1925. But whether electrical sales for the rest of the year carry higher or lower price tags, the electrical trade is once more faced by a period when the dealer must study his costs, watch his stocks, and have his business house in order, to face events with a smile.

Speaking of Net Profits

THIS is the season when last year's results in the form of financial statements are being studied for income-tax reports. The battle of 1924 between operating costs and net profits is now a matter of history.

Undoubtedly there are some electrical men who are not altogether satisfied with the net figures their statements show. There has been and is a feeling with many men in the electrical field that a good showing means a net profit of 10 per cent on gross business. Yet this is more than twice the average net profit figure in other retail lines.

Are we thinking wrong on this matter of net profit? Isn't 5 per cent on sales, which is a high average in other retail lines, about all that present competitive conditions permit a business to earn? For, remember, with a turnover of four times, this "five per cent on sales" equals "twenty per cent on capital."

The Average Electricity Bill—and the Average Radio Outlay

AFTER thirty years of selling the electrical idea, the central stations have gotten the average residence customer to using about $30 worth of electricity per year in all the varied applications of lighting and appliances!

Now comes radio, and in two years we see its average devotee spending annually the same amount solely on the upkeep of one electrical device—$30 a year for A batteries, B batteries, and tube renewals.

The man with a radio set cheerfully trudges downtown to buy his canned electricity supply, and he lugs the heavy batteries home at nightfall, smiling. Yet when his electric-light bill comes in—even the modest average reckoning of $2.50—for electricity that has been delivered right onto his premises and has been used to extend the hours of reading and of family life, as well as to lighten the labor of the household—the same pater familias groans sadly.

Here's a contrast for every electrical man to think

about—particularly our central-station friends. For certainly every home that can afford a $30 outlay for radio upkeep, can on any fair scale of comparative values, appropriate twice as much for all the varied uses of 110-volt service!

Putting Away the Whip

"TAKE away the whip used by many store managers today. That whip is in the form of a 'threat to fire' if the clerk does not measure up to all expectations." In a strong and forceful address, Dr. O. E. Klingermann, personnel director of the Wm. Filene store in Boston, Mass., made this statement before a body of successful store managers at a recent convention of retail merchants. "This whip is too common today in many business institutions. For it should be substituted a more closer personal relationship between the store and its employees." Doctor Klingermann went on to say: "More attention should be given the employees if the most is to be received, by way of conscientious and enthusiastic service."

Here is a thought for every dealer. Open-door policy is the rule of the day, and even the retail merchant can well afford to adopt it in his dealings with those working with him for the store's success. Better it will be for the store if a feeling of *working with* the store-owner prevails among the clerks than if their attitude is that of working *for* the owner. Production, in terms of sales, will increase. More satisfactory service to the customer will result, and the future stability and place of the store in the community will be assured. We believe that "the whip" is rare in the electrical trade, but it should be absent entirely.

How to Make a Failure of Selling Electrical Goods

"YES," said a dealer in Portland, Ore., "he handles electrical appliances, but he doesn't sell many of them. Where does he keep them? Oh, way back in the store. No, he didn't put them in the window, nor did he advertise them very much. They didn't seem to pay very well anyhow. He was thinking of giving them up."

Strange, that the electrical dealer around the corner had a much different story to tell, and even the department and house furnishing stores were selling electrical goods briskly. Or was it strange after all?

Say It with Signs

ELECTRICAL merchandise speaks for itself, but wiring and repair service needs a spokesman.

One way to sell service is to let signs tell the story. These should be distributed liberally throughout the store, and posted on every house in which a wiring job is being done.

L. E. Moffatt in "Selling the Wiring Job" in this issue tells how the Swanson Electric Company of Evansville, Ind., used signs to get city-wide recognition for its wiring service. In addition, it brought 472 women to the store in one month.

Contractor-dealers who do not advertise their repair and wiring service by signs in store and window might as well hide their electrical merchandise under a counter. If they display only their merchandise and not their wiring and repair service, they are selling only half of what they have to sell. Say it with signs.

Let's Keep After Courtesy Discounts

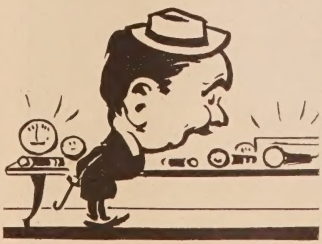
Editor, *Electrical Merchandising:*

I have been a subscriber and reader of *Electrical Merchandising* for a number of years. To my mind the most interesting articles ever published in *Electrical Merchandising* were those headed, "Let's Cut Out Courtesy Discounts."

First, the jobbers solicit our business and then most of them will turn right around and sell to our legitimate customers, simply because they are employed by some company who buys a large quantity of rough wiring material for a mill, or something of that kind. Some of our Philadelphia jobbers are trying hard to do away with this. On the other hand some are not giving any assistance at all.

There is so much to be said about this evil that I do not wish to go into details at this time, but I do want to go on record as being opposed to granting discounts for any reason whatsoever. I believe that *Electrical Merchandising* could do more good for the electrical industry as a whole by waging a vigorous campaign to educate dealers, jobbers and manufacturers to do away with this injurious practice than any other work you might do at this time.

I might say that it is not always the jobber but very often the retailer who is at fault. The customer comes in and asks for a discount, giving any one of a thousand reasons why he should have one, none of which are good reasons. The retailer, especially in the case of the sale of a large appliance, will state, "Well, I may as well have half a loaf as none," cuts his profit in half, or worse. The result is that the dealer, sooner or later, will ruin his business and hurt the business of his legitimate competitors who are trying to do a clean merchandising job by keeping their prices at list.



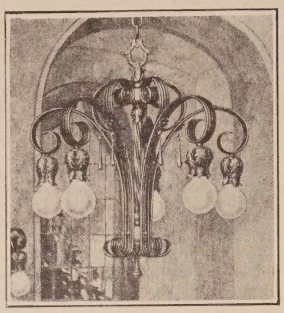
"When a customer asks us for a discount, he is told politely but firmly that we sell our merchandise as cheaply as we can, in order to render a retail service—and that if he is entitled to buy at wholesale, he should see a jobber."

When a customer asks for a discount at our store he is told politely but firmly that we are strictly retailers, that we render a retail service, sell our merchandise as cheaply as we possibly can to be able to render that service and if there is any reason why he should buy on a wholesale basis, we refer him to a jobber who we feel pretty sure will not sell him on a wholesale basis, unless he really is entitled to it.

E. LYND FRICK,
Frick-McClay Electric Company.
Philadelphia, Pa.

New Merchandise to Sell and

This editorial section is prepared purely as a news service, to keep readers of "Electrical Merchandising" informed of new products on the market.



Brass Fixture in Wrought-Iron Design

Electrical Merchandising, March, 1925

Although simulating wrought iron, the new "Dallas" fixture brought out by the Dallas Brass & Copper Company, 820 Orleans Street, Chicago, is made of brass, rolled in the company's own mills. It has one-inch fluted flat brass tube which completely conceals all wiring. The fixture is made in 3- and 5-light models, in candle and ball-lamp types, and is finished in gold rose inlay. Intended retail price, wired, $35.

Portable Lamp

Electrical Merchandising, March, 1925

A real object d'art is used as the base of the "Frankart" lamp illustrated, designed by Frankart, Inc., 1170 Broadway, New York City. For this base, the "flame" candlestick is adapted to a portable lamp. The figure is symbolic of flame and is an original creation of the Frankart studios. It is 20 in. high and is known as No. L-201. Its intended list price, without shade, is about $8.50.

Ironing Machine That Folds Up

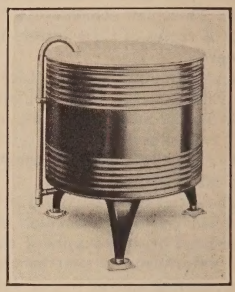
Electrical Merchandising, March, 1925

One of the chief objections to the ironer in the small home the dealer finds, is that it consumes too much space. But this is not true of the new "Thor-30" machine recently announced by the Hurley Machine Company, Chicago, for when not in use this ironer can be folded to occupy a floor space of only 22 in. by 26 in. It has one-piece heating element (1,000 watts), running the full length of the shoe and is made for use on a.c. or d.c. circuits with 90- to 110-volt range. Its height is adapted to the ordinary kitchen chair and the roll is 31 in. long. Intended retail price, gas or electrically heated, $160.

Washing Machine

Electrical Merchandising, March, 1925

As the first unit of its line of electrical labor-saving appliances, the George W. Dunham Corporation, Utica, N. Y., is announcing the new "Whirldry" machine which is of the centrifugal drying type. The principle of operation, the manufacturer points out, is decidedly different from other types of washers, the complete washing, drying and rinsing operation taking place in the spinner basket and not in the main tub or tub water, while a continuous stream of fresh water constantly circulates through the clothes. The washer also has a self-emptying unit which drains the water to tub height, making it possible to drain the tub at the same time that a fresh supply of water is being put in. The main washing unit is a nickel-plated copper gyrator; the drying unit is a nickel-plated copper basket without perforations in bottom or sides; the tub is lacquered copper; and the top is white enamel.



Water Heater and Bathroom Radiator

Electrical Merchandising, March, 1925

Two new devices are pictured in the accompanying illustration, an electric water heater and a flush-type bathroom radiator, both new products of the Automatic Electric Heater Company, Warren, Pa.

The "Sepco" heater is supplied in 660-watt rating for lamp socket service or 1,000 and 1,500-watt for baseboard connection. It has thermostatic control. The temperature-control is adjustable but is set at the factory to maintain 150 deg. F. The heater proper has a heavy galvanized pressure tank holding 3 gal., and is connected direct to the cold water supply pipe. The hot water outlet from heater is connected to the wash basin or receptacle from which hot water is to be drawn.

The white-enameled flush-type wall radiator is provided with three heat controls. The cold air is taken in at the lower grill and heated and passed out through the top grills.

Revolving Laundry Tray

Electrical Merchandising, March, 1925

A revolving laundry tub, containing three compartments, has been announced by the Ace Manufacturing Company, 1067 East One Hundred and Fifty-Second Street, Cleveland, Ohio. The hot and cold water supply is piped from the center column and a rotating spigot directs the water to any tray desired. Draining is accomplished through the center column direct to waste under the floor. The tub is made of cast aluminum and measures 34 in. in height and 38 in. in diameter.

Extension Light

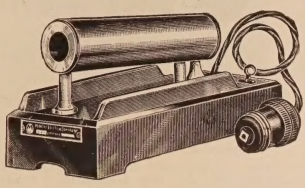
Electrical Merchandising, March, 1925

As an inspection or trouble lamp for automobiles and for use with any other battery and low voltage lighting circuit, A. B. Stewart & Company, 219 West Huron Street, Chicago, has brought out the extension light illustrated. It is made to grip anything, anywhere, and to swivel in every direction. Intended retail price of "Klasp-Tite" complete, $1.75.

Where to Buy It—

Latest Developments Gathered by the Editors

It should be noted that all announcements appearing on these pages are published without advertising considerations of any kind whatsoever.



Curling Iron Heater

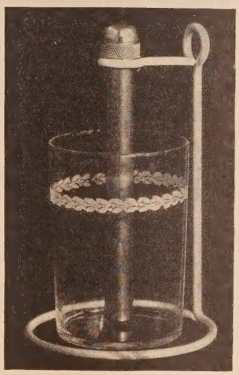
Electrical Merchandising, March, 1925

A special on-and-off switch permanently mounted in the base is the outstanding feature of the new curling iron heater brought out by the Master Electric Company, 113 South Jefferson Street, Chicago. The base itself is of one-piece construction of molded insulating material, while the metal parts of the heater are aluminum. It is made in two types to accommodate one or two curling irons, as desired. Intended retail price of single-iron model, $5; two-iron heater, $7.

Immersion Heater

Electrical Merchandising, March, 1925

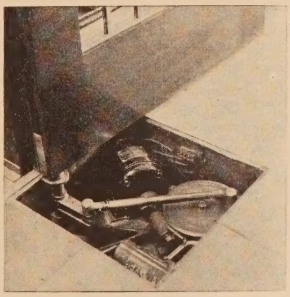
Operating from any standard socket or receptacle, on 110-120-volt circuit, the "Clean-Heat" immersion heater made by the Clean-Heat Appliance Company, 604 Mission Street, San Francisco, Cal., consumes approximately 200 watts for each hour's use, the manufacturer declares. The heater, heavily nickeled, is supported by a white enameled stand. Intended retail price, $3.75.



Household Refrigerator

Electrical Merchandising, March, 1925

The Kelvinator Corporation, 2072 West Fort Street, Detroit, Mich., has brought out a small household refrigerator, the "Kelvin-et" which is ideally adapted for installation in the small home or apartment. The compressor and freezing unit are both built into the refrigerator which can be moved like any other article of furniture, the only installation required being the electrical connection. Intended retail price, $250.



Electrically-Operated Door Opener

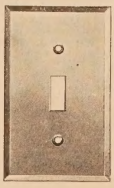
Electrical Merchandising, March, 1925

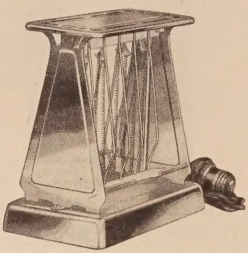
Almost as wierd in its action as the feat of Ali Baba in opening the door of his secret treasure cave is the operation of the new electrical door opener developed by the Varnum Door Engine Company, Los Angeles, Cal. By means of this new device, heavy doors and gates are noiselessly and automatically opened and closed. It is operated by a ¾-hp. Westinghouse motor which not only furnishes the driving force but also stops the door at the proper point thereby preventing the door from slamming in the opening or closing action.

Square-Handle Tumbler Switch and Plate

Electrical Merchandising, March, 1925

The Hart & Hegeman Manufacturing Company, Hartford, Conn., is announcing a new line of square-handle tumbler switches which may be obtained in single pole, double pole, three and four-way switches, in both shallow composition and porcelain bases. The same line is made with luminous button in the operating lever and also in lock type.





Turn-Over Toaster

Electrical Merchandising, March, 1925

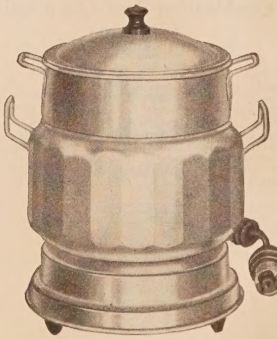
"No baskets to turn, no doors to drop; just push the toast and see it flop" adequately describes the new "Flopper" toaster recently announced by the Liberty Gauge & Instrument Company, 6612 Euclid Avenue, Cleveland, Ohio. The bread racks, measuring 5 in. by 5½ in., accommodate two extra-large slices of bread of any desired thickness. Intended retail price, $2.85.

Electric Hobby Horse for Home Exercise

Electrical Merchandising, March, 1925

Many inquiries have reached *Electrical Merchandising* asking where electrically-operated "gymnasium horses" can be obtained, like that which, the newspapers report, is being used by President Coolidge for daily exercise in his White House apartments.

Such electric hobby horses are made by the Kny-Sheerer Company, 119 Seventh Avenue, New York City, which firm also manufactures electric camels. The camels, complete with all automotive electrical equipment, are priced at $465 each. The electric hobby horses list at $1,000.

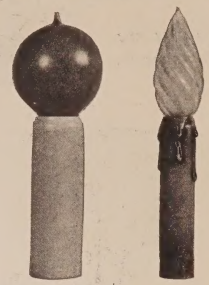


Electric Double Boiler

Electrical Merchandising, March, 1925

The capacity of the upper vessel of the double boiler illustrated is 2 qt., while that of the lower is 2½ qt. It is made of paneled heavy aluminum by the National Stamping & Electric Works, 3212 West Lake Street, Chicago. Intended retail price, $5.

New Merchandise to Sell and Where to Buy It—



Candle Tubes

Electrical Merchandising, March, 1925

"Porcelana" is the name of the new line of seamless enameled candle tubes with tapered tops, brought out by the Fibro Products Company, New Bedford, Mass. The purpose of this new design is to effect a more natural reproduction of the candle, for use with electric fixtures. The taper makes possible a graceful junction of the lamp bulb and candle top. The candles are made of insulating paper or specially impregnated warp-proof fibre, are seamless, and are furnished enameled (sprayed) in plain, antique, drip or in special finishes and in all lengths and diameters.

Electric Starting Device for Automobiles

Electrical Merchandising, March, 1925

To quicken the starting of automobiles in any weather, Daniel & Bondurant, Clarksville, Tenn., have brought out their "D-B" carburetor heater which utilizes an electric heating unit in the gas line of the machine. The device consists of a block containing a General Electric heating unit. This block is placed in the gas line between the carburetor and the intake manifold. In this way, the gas passes over the heating unit, which is operated from a switch on the dash by the storage battery in the car. About 30 sec. of heating will start a car in any kind of weather, the manufacturer claims.

Combination Desk Lamp and Ash Tray

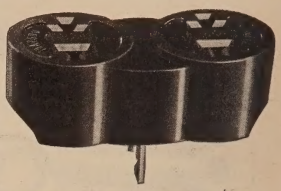
Electrical Merchandising, March, 1925

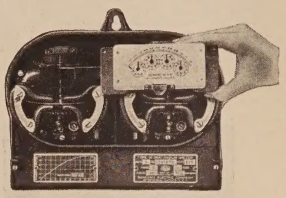
The adjustable desk lamp pictured, made by the Metropolitan Lamp Company, Inc., 88 Walker Street, New York City, is also a cigar or ash tray. It has glass bowl, designed to accommodate two cigars, and a match box. The lamp itself is finished in gold polychrome, bronze, mahogany, or green and is 12 in. high, adjustable to 18 in. Intended retail price, $5.

Multiple Plug

Electrical Merchandising, March, 1925

To convert a single convenience outlet into a duplex outlet, Harvey Hubbell, Inc., Bridgeport, Conn., has brought out the plural plug illustrated, which is made of black composition, for tandem and parallel blades. The manufacturer calls attention to its small size and neatness and to the fact that it fits snugly up against the outlet plate. Intended retail price, 50c.





Maximum-Demand Attachment for Watthour Meter

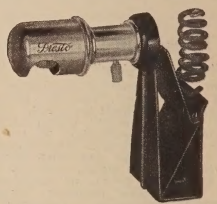
Electrical Merchandising, March, 1925

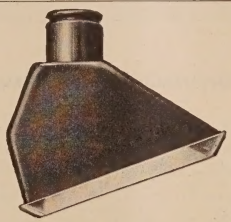
The Sangamo Electric Company, Springfield, Ill., has developed a maximum-demand attachment for use on its horizontal polyphase watthour meters. As this meter gives power-factor indications on balanced circuits, in addition to energy measurements, the use of a maximum-demand attachment permits energy, kilowatt-demand and power-factor readings to be taken on the same meter. This attachment as well as the maximum-demand attachments for Sangamo single-phase and vertical polyphase meters can now be supplied with a contact device which will ring a bell or give some other suitable signal when the demand during any time interval reaches a certain predetermined value.

Dash Lamp for Automobiles

Electrical Merchandising, March, 1925

For use on all makes of cars, the Metal Specialties Manufacturing Company, 338 North Kedzie Avenue, Chicago, has designed a "snap-on" dash lamp which may be installed without drilling any holes or fastening any screws. The clamping feature is so designed that it can be used equally well on a wood or metal dash. The trade name "Ad-A-Lite" has been adopted by the manufacturer for this lamp. Intended retail price, $1.10.





Window Reflector

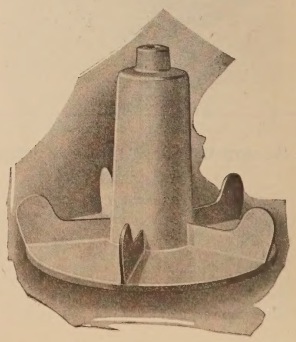
Electrical Merchandising, March, 1925

Constructed of porcelain-enameled steel, finished in gray outside and white inside, the new K-7 window reflector illustrated is unbreakable, its manufacturer, the Wheeler Reflector Company, 275 Congress Street, Boston, Mass., points out. The shape of the reflector and the white enamel interior are employed to provide proper distribution of light over the entire display. The unit is designed for use with 75, 100 and 150-watt lamps.

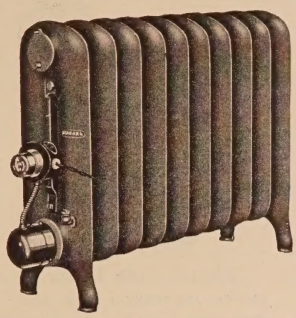
Washing Machine

Electrical Merchandising, March, 1925

The cleansing action of the new "Vortex" washer announced by the Haag Brothers Company, Peoria, Ill., is produced by a cast aluminum agitator which is known as the "Vortex." This agitator rests at the bottom of the tub on a center shaft and whirls in a semi-circular swing that creates the resulting disturbance in the suds. The machine has a clean-cut underneath appearance and a circular copper tub measuring 23 in. in diam. The wringer is all-metal with soft rubber rolls. Intended retail price, $125.



Latest Developments Gathered by the Editors



Electric Steam Radiator

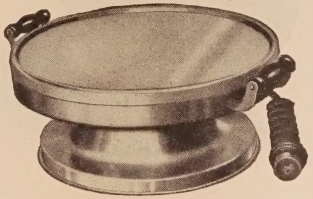
Electrical Merchandising, March, 1925

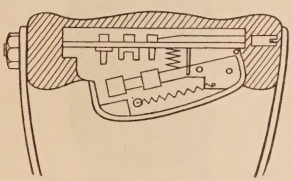
Clean and uniform heat is provided by the new electric steam radiator designed by the Buffalo Gas Radiator Corporation, North Tonowanda, N. Y. It consists of three component parts, the "Niagara" cast iron radiator fitted with extra size nipples at the bottom, into which the heating element is fitted. This element extends through the entire radiator, thus assuring even heat in every column of the radiator. The third part is the three-heat switch, made a part of and affixed to the radiator. This new heating device can be placed wherever desired, where proper outlets have been provided, no piping of any kind being required. It can be obtained in different sizes and without legs for wall mounting, ranging in price from $32 to $130.

Electric Griddle

Electrical Merchandising, March, 1925

Among the newer table appliances that have recently been placed on the market is the electric griddle illustrated, made by the National Stamping & Electric Works, 3212 West Lake Street, Chicago. By the use of this new No. 57 "White Cross" appliance, the pancakes may be baked right at the table and served piping hot without smoke, grease or odor. It is made of aluminum, with nickel-plated base, highly polished. Its size, exclusive of handles, is 10 in. Intended retail price, $6.50.





Electric Iron with Automatic Cut-off Feature

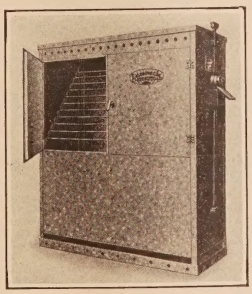
Electrical Merchandising, March, 1925

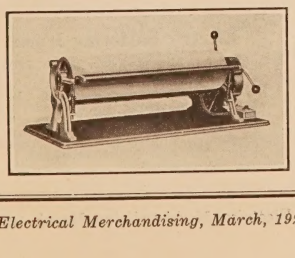
The switch responsible for the automatic cut-off feature of the new electric iron, called the "Safe-Economy" and of English manufacture, is located in the handle. By gripping the handle, the current is turned on; releasing the handle automatically cuts the current off, forestalling any possibility of accidental overheating of the iron. The iron weighs 5 lb. and is suppied for voltages of 100-110, 200-220, 220-230, 240-250. Its intended retail price is 28/6 or about $7. Manufacturer: Improved Appliances, Ltd., 43 Fetter Lane, London E. C. 4, England.

Clothes Dryer

Electrical Merchandising, March, 1925

Women who are enthusiastic users of electric washing machines will be good prospects for electric clothes dryers. Here is a new dryer recently brought out by the W. E. Lamneck Company, Columbus, Ohio. It is equipped with heating elements that are easily removable. By reason of its ventilating system, clean, dry air is taken in at the bottom of the cabinet where it is warmed by heat radiated from the heating elements. Its drying capacity is equivalent to 125 ft. of clothes line, and it operates from the ordinary house-lighting circuit. Intended retail price, $175.





Ironing Machine

Electrical Merchandising, March, 1925

Although the "Grand" ironer illustrated was brought out by the Coffield Washer Company, Dayton, Ohio, some time ago, it is only recently that it has had a coast-to-coast distribution. Several refinements have also been lately added. It is a portable machine, weighing 76 lbs., made for use on table or any place desired. A 1/10-hp. motor is supplied in 110 or 220 volts, a.c. or d.c., 25 to 60 cycle. Intended retail price, $122.50.

Electric Kettle

Electrical Merchandising, March, 1925

A six-cup Pyrex glass container with Nichrome element in direct contact with the liquid constitutes the new electric kettle announced by the Racine Universal Motor Company, 4642 Ravenswood Avenue, Chicago. Intended list price, $12.

Desk Lamp

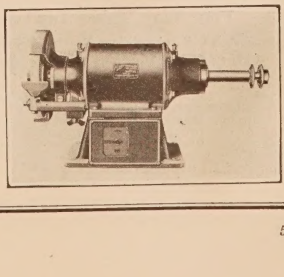
Electrical Merchandising, March, 1925

One of the original creations of the Frankart studio, 1170 Broadway, New York City, is the baby figure illustrated, which forms the base of a lamp. This little figure is used by Frankart, Inc., as a candlestick, torchere, ashtray, bookends and for table centerpiece and now, electrically, as a lamp. The lamp is 11½ in. high and its intended retail price, without shade, is about $10.

Combination Buffing and Grinding Machine

Electrical Merchandising, March, 1925

The Hisey-Wolf Machine Company, Cincinnati, Ohio, has brought out a new combination grinder and buffer, in both bench and floor types. The machine is made in ¾ and 1 hp. sizes and the bench type illustrated is designed with an open type of spindle extension. It can be obtained for use on alternating or direct current, in 110-volt, a.c., single phase and 220-volt, single, 2-phase and 3-phase types. In d.c. type, it is made for use on 115 and 230 volts, although special voltages in both a.c. and d.c. types may be obtained.



New Merchandise to Sell and Where to Buy It–

Circulation Device for Electric Fans

Electrical Merchandising, March, 1925

To provide warmed fresh air without draft the Air Circulator Company, Inc., East Greenwich, R. I., has brought out a "Waivair" circulator by means of which fresh air is distributed to all parts of a room by "wave" motion. This "Waivair" cover may be attached to any electric fan, in place of the wire guard. The air is drawn from behind the fan into the circulator, and is rotated against pressed-in hoods until the air is thoroughly broken up and softened. It is then forced upwards, through the slots in the cover, to the ceiling. The circulator is made of brass, oxidized, but may be obtained with enamel finish in white or other colors to match rooms, at slight increase in price. For 9-in. fan, it is listed at $2.50; for 12-in. fan, $3; for 16-in. fan, $4.

Porcelain Flush Receptacle

Electrical Merchandising, March, 1925

The Beaver Machine & Tool Company, Newark, N. J., has brought out a new flush receptacle which is designed to accommodate both parallel and tandem blades. The binding screws, it is pointed out, are well protected in accordance with the Underwriters' stipulations. The receptacle is made of grey-colored porcelain, the grey pigment going through the porcelain, and the face is finished in black enamel. The manufacturer also calls attention to its shallow depth of ⅞ in.

Four-Way Table Tap

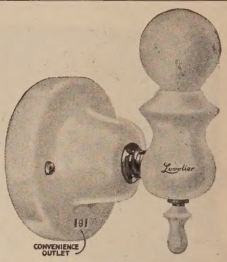
Electrical Merchandising, March, 1925

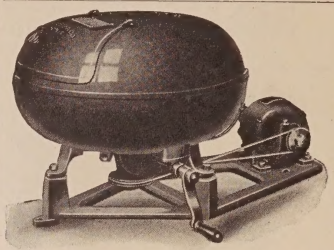
With the increasing popularity of electrical table cookery, there is a corresponding demand for plural outlet devices. The "Quad-Connector" designed by the Esler Electric Manufacturing Company, Marion, Ind., can be used on top of the table or can be fastened permanently underneath. It has glazed porcelain surface and phosphor bronze contacts. Intended retail price, 75c.

Combination Porcelain Bracket and Outlet

Electrical Merchandising, March, 1925

Combining a white porcelain bracket with a convenience outlet, the McGill Manufacturing Company, Valparaiso, Ind., has produced the fixture "Levolier" illustrated, which will fill a long-felt want in kitchens, bathrooms, hospitals, restaurants, beauty parlors, etc. Intended retail price, with porcelain lever or molded button and keyless socket, $5.





Electric Milk Tester

Electrical Merchandising, March, 1925

While sold primarily to the milk trade and cheese manufacturers, the "Crepaco" tester made by the Creamery Package Company, 61 West Kinzie Street, Chicago, is also sold to other laboratories for general laboratory purposes. By the use of the Babcock test and a tester of the type pictured, enormous quantities of milk are now tested and the richness of the milk produced by different herds of cows determined. The Type K tester which is equipped with a ¼ hp. Bodine motor may be obtained in different capacities, including 8 and 12-bottle sizes. Intended retail price of 8-bottle size, $44.

Cigar Lighter

Electrical Merchandising, March, 1925

"Havalite" is the name of the electric cigar lighter brought out by the National Specialties Company, First National Bank Building, Fort Wayne, Ind. It is designed to function on any 110-volt circuit and can be attached to any light or wall socket carrying this voltage. The lighter is operated by pressing the contact button; removing the finger cuts the current off. The body of the lighter is made of wood and finished in mahogany while the metal parts are of brass.

Cord Set

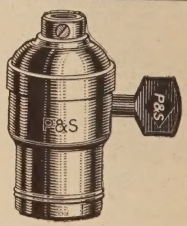
Electrical Merchandising, March, 1925

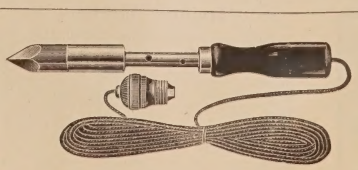
"Connectall" is the name of the new interchangeable single-heat cord set brought out by the Waage Electric Company, 5100 West Ravenswood Avenue, Chicago, to fit most makes of single heat irons. The set is constructed of standard materials, with black and gold asbestos-covered cord. Intended retail price, $1.25.

Brass Shell Socket for Gas-Filled Lamps

Electrical Merchandising, March, 1925

To meet the need for a socket that will withstand the higher temperatures of the gas-filled lamp, Pass & Seymour, Inc., Syracuse, N. Y., has brought out its "Super-Standard" key socket with high heat-resisting key. This new key is made of special material, widely known for high heat-resisting qualities, durability and appearance. It is standard in either black or brown, on P & S Fluto sockets.



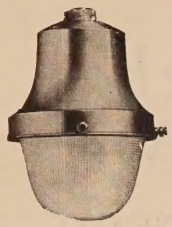


Electric Soldering Irons

Electrical Merchandising, March, 1925

The Drake Electric Works, 3943 Lincoln Avenue, Chicago, has brought out two electric soldering irons, No. 603 for radio work and No. 703 for use in machine shops, garages, etc. Intended retail price, No. 603, $3; No. 703, $6.

Latest Developments Gathered by the Editors



Lighting Unit for Watchman's Circuit

Electrical Merchandising, February, 1925

It is of little use for a watchman to punch his clock unless he is reasonably certain that things are as they should be, says the Holophane Glass Company, Inc., 342 Madison Avenue, New York City, in pointing out that its new unit, illustrated, provides the uniform illumination necessary to enable the watchman to detect irregularities along his rounds. The No. 830 unit is constructed on the two-piece refractor principle, being smooth on both exposed surfaces. The light distribution is such that when the units are spaced on centers six times the mounting height, uniform illumination will be obtained.

Bulb Box for Automobile Use

Electrical Merchandising, February, 1925

Five bulbs, two or three head lights and two or three tail or speedometer lights may be carried in the black-enameled steel bulb box brought out by the Dover Stamping & Manufacturing Company, 385 Putnam Avenue, Cambridge A, Mass. The bulbs are securely held in place by steel springs and a patented locking device. Intended retail price, without bulbs, $1.

Cleaning Device for Lights and Reflectors

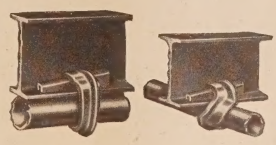
Electrical Merchandising, February, 1925

By means of the new device brought out by the Electric Light & Reflector Cleaner Company, Appleton, Wis., lights and reflectors may be cleaned from the floor, without resorting to hazardous climbing or stepladders, and without interfering with plant production. The apparatus consists of a set of telescoping tubes, the upper tube controlling the three arms which are made under spring tension to grip the lamp shades and prevent them from turning. The inner tubes control the brush-operating mechanism. The machine is made in twelve lengths, covering a variation in heights of reflector from floor, of 7 to 25 ft. Approximate price, according to size, $37.50 to $52.50.

Pipe Hangers

Electrical Merchandising, February, 1925

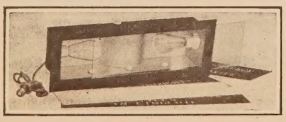
The "Wedgtite" hangers made by the Crouse-Hinds Company, Syracuse, N. Y., can be clamped to any structural shape if its flange is not less than ¼ in. thick at the edge, and not more than ¾ in. thick three-quarters of an inch from the edge, the manufacturer points out. They consist of two pieces, a hook and a wedge and are made in three types—for pipe running parallel with a structural shape, for pipe running at right angle to a structural shape and for suspending a pipe or group of pipes from a structural shape.



Bed Light

Electrical Merchandising, February, 1925

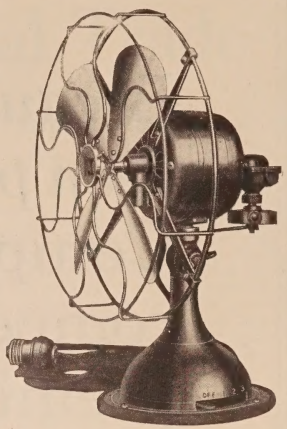
A bed light that is adjustable vertically and horizontally and which can be clamped to the bed in any position, has been brought out by the Play-O-Lite Company, Worcester, Mass. It is made to accommodate any lamp up to 25 watts and is finished in mahogany, oak, walnut, ebony and brass. Intended retail price, $6.



Electric Sign with Changeable Message

Electrical Merchandising, February, 1925

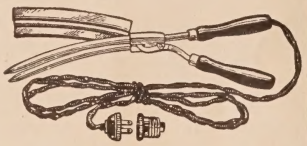
Daily announcements may be made with the new electric sign brought out by the Flicker Sign Company, 5 North LaSalle Street, Chicago. It is 22 in. long and 6 in. wide. A slot holds a glass face and a color panel which is used as a background. Between the glass and the color panel is inserted a two-ply black paper on which the desired message is stenciled. This message shows up in color when the sign is lighted. A choice of finishes and colors is offered. Intended retail price, $20.



10-in. Oscillating Fan

Electrical Merchandising, February, 1925

Model 42 is the latest addition to the Robbins & Myers (Springfield, Ohio), line of electric fans. It is furnished for a.c., use in 50 and 60 cycles and in the oscillating type only. The oscillating mechanism is of the adjustable type, permitting the degree of oscillation desired to be obtained by simply turning the knob in the propeller plate. A four-point switch in the base provides three running speeds. The fan is finished in black enamel with polished brass blades. Intended retail price, $21.



Marcel Waver

Electrical Merchandising, February, 1925

To insure an even, all-around wave, like the popular "horse-shoe" marcel, the new No. 40 Marcel Beauty waver brought out by the Lincoln Electric Works, 1155 First National Bank Building, Chicago, has been made to fit the curve of the head. Intended retail price, $2.75.

Electric Insert Sign

Electrical Merchandising, February, 1925

Among the new developments in electric signs is the "talking" sign designed by C. D. Winters and marketed by the Chester Mechanical Advertising Company, 1416 Broadway, New York City. The miniature ten-cycle "Mono" indoor electric sign insert is built 38 in. long and 8 in. deep with letters 1 in. high. The sign displays ten different lines consecutively, each line containing eighteen letters which shows for a period of five seconds. The messages can be changed daily as the letters slide into a groove from the outside. The mechanism is built on the "dreadnought" principle with 110-volt universal motor. The sign may also be obtained for outdoor use.

Because Hoover value has been proven, The Hoover Company has never been compelled to offer special premiums, nor have its dealers been embarrassed by dull intervals between such offers.

THE HOOVER COMPANY, NORTH CANTON, OHIO
The oldest and largest maker of electric cleaners
The Hoover is also made in Canada, at Hamilton, Ontario

News of the Electrical Trade

Wisconsin Contractor-Dealers Prepare License Bill

A bill for licensing master and journeyman electricians, which will be presented at the current session of the Wisconsin State Legislature, was indorsed by the Wisconsin State Association of Electrical Contractors and Dealers at its eighth annual convention in Milwaukee.

This bill was drafted by legal authorities retained by the association. If passed by the legislature, it will create a master electrician's license granted by the State Industrial Committee; also a second-class license for journeyman electricians.

The convention also adopted definite measures to increase the scope and effectiveness of the association. A paid field secretary to carry out these measures was authorized and means of financing the program provided.

Among the addresses followed by general discussions were: "Electrical Contracting, Resources and Ways" by B. L. Burdick, Milwaukee; "Establishment of Policies for the Strengthening of our Association" by R. J. Nickles, Madison; "Will You Make Your Business Profitable" by L. W. Davis, general manager, Association of Electragists, International.

The officers for the next year are: L. W. Burch, Madison, president and secretary; J. L. Acker, Sheboygan, treasurer, and an executive committee of the following members: L. W. Burch, Madison; John Duer, Stoughton; J. O. Josephson, Kenosha; L. G. Ross, Superior; John Tingley, Green Bay; H. E. Brauns, Milwaukee; E. D. Herzberg, Milwaukee.

No Lighting Fixture Market This Month

Plans of the National Association of Lighting Equipment Dealers to hold a convention and fixture market this month have been abandoned, and decision has been reached to co-operate with the National Council Lighting Fixture Manufacturers and the Illuminating Glassware Guild in holding a joint market in January, 1926.

The announcement by R. W. Smith, secretary of the dealers' association, is as follows: "On account of a suggestion made by the National Council Lighting Fixture Manufacturers that the manufacturers, dealers and the Illuminating Glassware Guild jointly be responsible for a lighting equipment market, the dealers' association has abandoned plans for its fixture market and convention this month, with the hope that the above suggestion of the manufacturers will be accepted by the glassware guild and our own association.

"If this new plan is accepted, the three organizations will hold a joint convention sometime during May or June. This convention will take the place of this year's market." Plans for the January, 1926, market will be laid at this summer's convention.

"Economic Marketing" Is Topic of McGraw-Hill Convention

Economic marketing in industry, with particular stress laid on the help industrial and business papers may give in cutting the corners of waste in sales and distribution, was the general topic of discussion in a three-days' convention of the business and editorial representatives of the fifteen publications of the McGraw-Hill Company, publishers of *Electrical Merchandising*, which closed January 30, with a dinner in the Hotel Pennsylvania, New York. Reading of a letter from Herbert Hoover, Secretary of Commerce, in which that cabinet official stressed the importance of the industrial and business publications as leaders in economic and industrial thought, was a feature of the banquet. Julius H. Barnes, formerly president of the Chamber of Commerce of the United States; Fred I. Kent, vice-president of the Bankers' Trust Company, New York; David Sarnoff, vice-president and general manager of the Radio Corporation of America, and Fred M. Feiker, vice-president of the Society for Electrical Development, were the guest speakers.

Outstanding American industrialists took part in the sessions of the convention itself. Their talks followed closely the lines laid down for discussion and each speaker stressed important phases of the effort of the McGraw-Hill Company to develop to the maximum its

Florida Electragists Gather Around the Festive Board

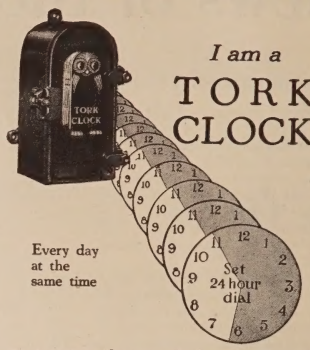
These jovial faces belong to the members of the Florida Association of Electragists who held their annual meeting in Orlando, February 26. The above picture actually was taken at their Miami Convention in November, but the faces are theirs just the same. Speakers at the February meeting included: William L. Goodwin, vice president, Society for Electrical Development; Samuel Adams Chase, Westinghouse Electric & Manufacturing Company; George A. Hughes, president, Edison Electric Appliance Company, and S. B. Williams, editor, *The Electragist*. Note the midwinter straws on the wall.

Franchises

A LIMITED number of Authorized Tork Clock Dealers will be appointed in 2500 different cities.

If your friend is a first class electrical dealer tell him to ask us for an appointment, giving the name of his principal electrical jobber as reference.

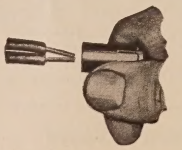
TORK COMPANY
8 WEST 40th STREET, NEW YORK



I am a
TORK
CLOCK

I TURN electric lights "on" and "off" regularly. Set me once, wind me once a week, and I do it every day at the times you set.

There is a little book called "Tork Manual of Time Controls" which describes over 30 uses for me and my first cousin below.



A blind man can make a perfect joint with WIRE-NUTS.

He can even pick out the right size.

SRK
Wire-Nuts

Eliminate twisting, soldering and taping of wires

Sold by Tork Distributors

My first cousin
TORK
TIMER

TORK TIMER turns 'em "on" and "off" once within 12 hours. You can set him quickly whenever you wish. You don't have to wind him at all. When not set, use him like an ordinary switch.

Send for the Tork Manual

TORK COMPANY
8 WEST 40th STREET, NEW YORK

program of service to industry in promoting economic and efficient selling and distribution methods. Facts brought out in the company's nation-wide survey of the buying habits of industry were brought out repeatedly in the convention and round table group discussions.

In the first session of the convention, which opened Wednesday morning, January 28, with a discussion of the new era of sales development by James H. McGraw, president of the McGraw-Hill Company, and by James H. McGraw, Jr., head of the Electrical Unit, there were talks by important industrialists, these including W. L. Batt, president of the S. K. F. Industries, Inc., and P. L. Thompson, advertising director of the Western Electric Company and a past-president of the Association of National Advertisers.

Mr. Batt talked on the subject of "Creative Selling" and made clear the definite need industry has for help, guidance and information from the industrial and business press.

Creative selling, Mr. Batt pointed out, is nothing more nor less than helpful selling, and is based upon assistance to the man to whom approach is made. "If you cannot help the man you want to sell," said Mr. Batt, "you might as well figure that most of your time and his is wasted. You have no reason and a representative has no reason to take a prospective customer's time unless he can give him something valuable in return for it."

"The Publisher's Representative from a Buyer's Point of View" was the subject discussed by Mr. Thompson. He showed the importance of co-operation between the publication and the advertiser, so that the advertiser may realize to the fullest extent benefit from the broad knowledge of industrial fields possessed by the industrial and business paper.

"Opportunities of Service-Minded Publisher Limitless"—Hoover

Secretary Hoover's letter, read at the dinner by Mr. Feiker, struck the keynote of the convention. "I wanted to attend your convention" said the letter, addressed to Mr. McGraw as president of the McGraw-Hill Company, "to say a personal word of appreciation for the fine service which you, your company and your publications are rendering to American industry. It is a real disappointment to me that I cannot come.

"A big change has come in the spirit of American business and for this change you are in part responsible. I mean the change from rule of thumb and *laissez-faire* to scientific determination of facts and programs of action based on facts. The business press is probably the greatest force in making industrial opinion. The schools and colleges have an important place, the trade associations can do much in the fields of production and distribution, the Government bureaus that keep in contact with business can help to promote sound leadership in industrial and economic thinking. All have an important place, but the business press and technical journals are in a unique position and have a unique opportunity. I believe that no organization of technical publications has come nearer to living up to this opportunity than the McGraw-Hill publications under the leadership of James H. McGraw.

"The thought that I have in mind is that your great group of journals cannot only recognize and support sound industrial leadership; you can also initiate it. The field of your opportunity is practically limitless."

David Sarnoff, in his address at the dinner touched on the rapid progress made by the radio industry, pointed out the opportunities in American industry and ventured the belief that static, the present great barrier to perfect radio reception, will in time not only be overcome but will be found a great gift from nature and be harnessed for the benefit of mankind. The radio field, young as it is, Mr. Sarnoff showed, already rivals many industries twenty and thirty years old. It surpasses the phonograph industry in volume, the speaker added, and will come to take its place, in size with the automobile industry.

Electric Refrigeration Stirs Wall Street

Prospect of a huge expansion program in the sale of electrical refrigerators is indicated by a recent advance of electrical refrigerator companies' stocks on the New York Curb Exchange.

The (N. Y.) *World* of February 10 reports, "What attracted more attention than anything else in yesterday's operations on the Curb Exchange was the initial trading in the new Kelvinator common stock of no par value.

"Car, Light and Power, which is engaged in the same business as Kelvinator—namely, the manufacture of electric refrigerators— was sympathetically affected and was more active than in some time at advancing prices."

S. S. Fontaine, financial writer, quoting a Wall Street financier, recently stated, "Electrical refrigeration is a new industry where new fortunes will be made. Its relative position is analogous to that of the automobile industry twenty-five years ago, or the radio industry five years ago. The field for expansion is larger and the industry has more stability because its product is not a luxury or a novelty, but a public necessity, filling a great need.

"Although it is already a well-established and thriving industry, it has not yet scratched the surface. Stop and consider the field for expansion and the universal demand for this product! It is overwhelming.

"The future holds untold possibilities. Every ice cream store, restaurant, dairy, butcher shop, florist, grocery store, delicatessen, apartment house and private home is a potential buyer. Already two states in the Union have passed legislation forbidding the direct use of ice as a refrigerant in public restaurants and hotels."

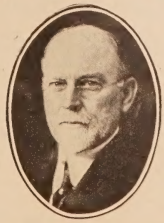
Watertown Public Service Company, Watertown, S. D., has been awarded the handsome silver loving cup donated by the Albert Emanuel Company, New York City, as the grand prize to the company or organization making the best showing during the year 1924 in merchandising, adding wattage to the lines, net profits, turnover sales per residence meter and similar items. The Watertown property is under the management of William Bernard Voth.

The Dixie Club Jobbers Association recently held its first quarterly meeting for 1925 in Atlanta, Ga., with an attendance of approximately twenty-five southeastern jobbers' representatives. Percy Stearns, of the Interstate Electric Company, New Orleans, retiring president, opened the meeting. The new officers are P. C. Gilham, Gilham-Schoen Electric Company, Atlanta, president, and B. W. Glassman, Interstate Electric Company, Birmingham, secretary. The next meeting will be held in Birmingham in May.

A. K. Chambers, who has managed the Chicago branch of the American Bosch Magneto Corporation during the past four and one-half years, became the personal field representative of the General Sales Manager, February 1, with headquarters at Springfield, Mass.

MALCOLM MUIR
Vice-President,
McGraw-Hill Co.

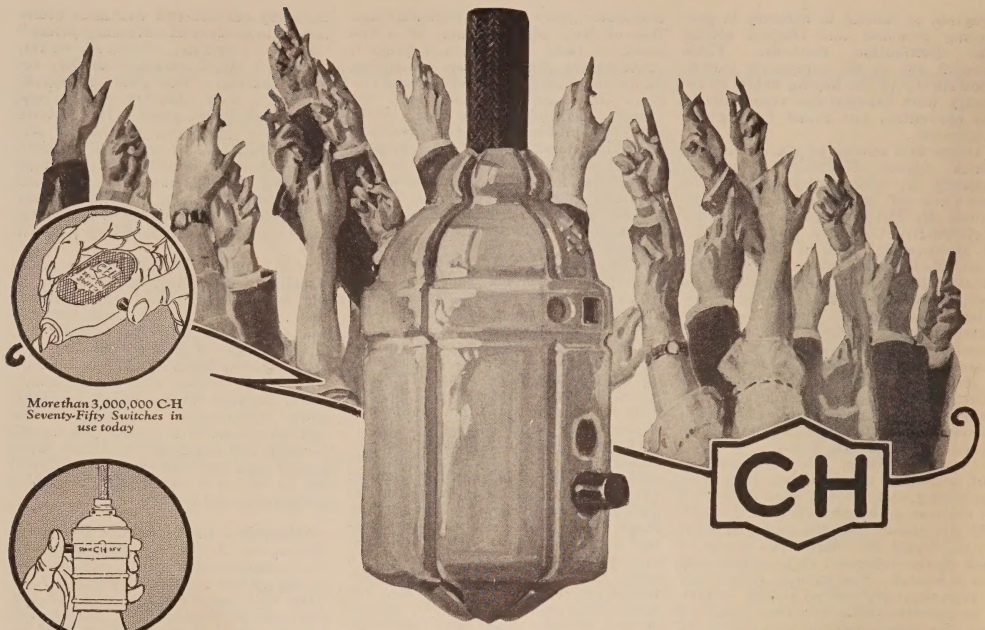
JULIUS BARNES,
Past-President,
U. S. Chamber of
Commerce



JAMES H. MCGRAW,
President,
McGraw-Hill Co.

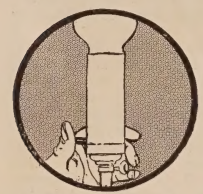
DAVID SARNOFF,
Vice-President,
Radio Corp.
of America

EDWARD J. MEHREN,
Vice-President,
McGraw-Hill Co.



More than 3,000,000 C-H Seventy-Fifty Switches in use today

The C-H Push Button Socket —beauty combined with utility



The first and best candle length socket

The push button mechanism is distinctly Cutler-Hammer

Thousands *of* Hands Every Hour

Little wonder that many people have the idea that every push button operated device is built by Cutler-Hammer! Pioneered by these engineers who have contributed so much to the industry—and serving well in millions of places today, this most convenient of all switch mechanisms has made many friends. Thousands of hands every hour reach for the buttons of C-H switches—and eyes follow to the C-H trade mark close by. What greater asset could any one enjoy than the acknowledged satisfaction of the people he serves?

THE CUTLER-HAMMER MFG. CO.
MILWAUKEE, WIS.

CUTLER-HAMMER

Rapid Growth in Electrical Merchandise Sales Cited by Tritle

J. S. Tritle, manager of the merchandising department of the Westinghouse company, announces that in the three years the company's merchandising department has been established, its sales of lighting fixtures, electric heaters, fans, safety switches, farm-lighting panel boards and household appliances have increased from about $5,500,000 a year to between $11,500,000 and $13,000,000 a year.

Factory lighting, Mr. Tritle said, is increasing at the rate of 50 per cent a year, and the growing use of radio has stimulated the demand for battery chargers, resulting in an increase of 50 per cent in Westinghouse's sales of this product in the present fiscal year. Sales of battery chargers will reach $1,000,000 for the present fiscal year, while farm lighting equipment sales will amount to $1,500,000 next year at the present rate of demand, compared with $750,000 in the present year. These sums represent the wholesale prices for these products. Three years ago farm lighting sales were valued at $150,000 wholesale.

Sales of electric irons constitute one third per cent of the total heating appliance business of the country today, Mr. Tritle said, and the Westinghouse Company does more than 40 per cent of the electric range business of the country. Sales of both these products are showing a rapid increase.

"Considering that electrical merchandising, as an organized factor in the trade, was only recently begun," said Mr. Tritle, "the growth in the created demand for our products has been most encouraging. The only exception in the current fiscal year was the falling off in sales of electric fans, due to the relatively cool summer of 1924. Westinghouse does about 31 per cent of the electric fan business of the United States, and sales from year to year show that there is a tendency toward using several fans in the average home. The household electrical business, as a whole, is but a third of what it will amount to in the next few years."

Westinghouse merchandise sales for 1925 are expected by Mr. Tritle to show an increase of more than 35 per cent over 1924.

N.E.L.A. Compiles Electric Cooking Manual

The new commercial electric cooking committee of the National Electric Light Association, appointed by W. R. Putnam, Idaho Power Company, Boise, chairman of the commercial section, has completed its organization under A. M. Lloyd, Commonwealth Edison Company, Chicago, chairman.

The committee has held several meetings, set up a program and made progress toward compilation of a complete manual, which will be a handbook covering all details necessary to the understanding of the value of and the opportunity for commercial cooking development, how to organize to secure this class of business, the characteristics of the load, and the requirements of servicing.

Camp Co-Operation V Set for September 8

Dates for the fourth annual conference of representatives of local co-operative electrical organizations, to be known as Camp Co-Operation V, have been set as September 8 to 12, inclusive, immediately following Labor Day, at Association Island, Henderson Harbor, N. Y.

The capacity of the island is limited, so it will be necessary to restrict invitations to duly accredited representatives of leagues now functioning, and to those interested in the formation of new organizations. Those desiring further information are asked to write The Society for Electrical Development, 522 Fifth Avenue, New York, N. Y.

A picture showing that the Intermountain district hangs together. The gentlemen shown "hanging" are, from left to right, Harry Bargion of Butte, Montana, Jim Murphy of the Westinghouse company, Bert Rowley, district manager of the Edison Electric Company of Salt Lake, and G. B. Hawley, also of Salt Lake.

The Square D Company, Detroit, Mich., announces that Russell Murphy has been appointed district sales manager in the Chicago district and that R. J. Parisian has been promoted from Chicago district sales manager to special representative of the company.

Eureka Vacuum Cleaner Company held its fifteenth annual sales convention in Detroit, February 2 to 5, inclusive. Two hundred and eighty-five delegates from all parts of the country attended. A closing banquet was given by Fred Wardell, president, and the convention sessions were held under the general chairmanship of A. L. McCarthy, vice-president. In a talk on, "1924 Sales Analysis and the 1925 Quotas," Mr. McCarthy announced that the company had sold more than 248,000 cleaners in 1924, and that the quota for 1925 is 250,000 cleaners. He pointed out that the 1924 record represented a country-wide average of one Eureka to every 45 wired homes. Other speakers included: C. E. Smock, advertising manager; Verne Young, vice-president and sales manager; E. R. Field, vice-president in charge of manufacturing; and C. C. Parlin, of the Curtis Publishing Company.

The Westinghouse Electric & Manufacturing Company announces the election of F. A. Merrick as vice-president and general manager. Mr. Merrick was formerly vice-president and general manager of the Canadian Westinghouse Company of Hamilton, Ontario and had also been associated with several of the other subsidiary companies. He will be located at East Pittsburgh.

Clair Peck Upson, sales and advertising manager of The States Company, Hartford, Conn., died December 6 of pneumonia after an illness of only six days. Mr. Upson was born in Kensington, Connecticut, February 6, 1891, and was a resident of New Britian, Connecticut, at the time of his death. For several years he was draftsman for the Hartford Electric Light Company. In 1918 he went to Birmingham, Alabama, where he held a position with the Tennessee Coal, Iron and R.R. Company, and in 1921 entered the employ of The States Company.

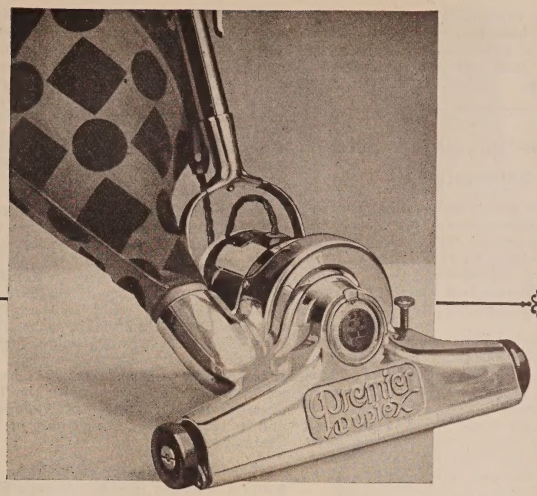
Theodore E. Burger has been appointed manager for the Western Electric Company, Inc., New England district, with headquarters at Boston, succeeding Harry B. Gilmore, who has been appointed assistant secretary of the company with offices in New York. Mr. Burger has been sales manager at Boston for the past two years and for twelve years previous was manager of the company's district office at Los Angeles, Cal.

The Okonite-Callender Cable Company, Inc., has purchased a plant in Paterson, N. J., where it will manufacture lead-covered paper insulated cables.

The Beaver Machine and Tool Company, Inc., is helping its local distributors by utilizing its trucks to advertise some of its more popular specialties. The devices are painted on the sides of the trucks in black against a white background.

W. Frost Minor, vice-president and director of Edward Miller & Company, Meriden, Conn., electrical and gas fixture manufacturers, has been elected treasurer of the company to succeed Samuel McNab, who resigned because of ill health. Mr. Minor was born at Peoria, Ill., and has been identified with the electrical industry for twenty-four years. Before going to Meriden last September he was connected with the Ivanhoe-Regent Works, recently acquired by the Miller organization from the General Electric Company.

Haft, Wood & Company, Inc., 565 Broadway, New York City, call attention to their patent No. 1,512,888, issued to Lester Haft in October, covering the Christmas-tree light outfit commonly known as the extension type outfit. The only authorized manufacturer licensed under this patent is the C. D. Wood Electric Company, 565 Broadway, New York. "Attention is particularly directed to the fact that any retailer handling the alleged infringing sets will be liable to prosecution, just the same as the manufacturer or jobber of such a set," the company announces.



An Important Correction

Last month's ad featured a sales story of the Connecticut Light and Power Company. Their sales record was quoted as—"366 Premier Duplex Cleaners sold in Waterbury and Norwalk in 24 working days."

This was wrong!

The Company sold 366 in Waterbury alone and 167 in Norwalk—making this the correct report:

533 Premier Duplex Cleaners Sold by The Connecticut Light and Power Company in 24 Working Days!

An astounding figure for these small cities!

PREMIER SALES— *BIGGER this Spring!*

Premier Duplex sales have been mounting right along with increasing speed. The fall was big. The winter was bigger! and Spring will be bigger still!

There's the boost coming from a greater advertising campaign. The larger displays in the Saturday Evening Post—the wider use of all the important national women's magazines stirring up sales activity. Every year there are more women who know and prefer the Premier Duplex. Its ball-bearing motor and brush which mean *longer life* and *no oiling;* its *double action*—powerful suction and motor-driven brush—which mean *cleaner cleaning.* These outstanding qualities are building up, as they become better known, a greater Premier Duplex demand!

This spring—step into line for bigger sales—bigger profits—bigger business!

Premier Duplex

ELECTRIC VACUUM CLEANER CO., Inc.
CLEVELAND, OHIO

Distributed in Canada by the Premier Vacuum Cleaner Company, Ltd., Toronto and Winnipeg, and the Canadian General Electric Company, Ltd. General Offices, Toronto.

The Conlon Corporation, Chicago, Ill., manufacturers of Conlon electric clothes washers and Western Electric clothes washers report the following appointments and assignments in their sales organization: R. J. MacDowell, assistant sales manager, Chicago; E. C. Connolly, assistant sales manager, Chicago; W. A. Brown, advertising manager, Chicago; C. E. Vollmayer, district manager, Waterbury, Conn.; W. J. Marshall, district manager, Cleveland, Ohio; J. F. Fosnight, district manager, Kansas City, Mo.; J. B. Derr, district manager, Philadelphia, Pa.; D. D. Napier, district manager, St. Paul, Minn.; H. L. Dollahan, district manager, Chicago, Ill.; F. B. Moore, district manager, Toledo, Ohio; W. N. McGreenery, Boston, Mass.; and Chicago territorial representatives, N. O. Wallgren, W. R. Carlisle, F. C. Snyder, N. A. Wink, R. W. Benedict and W. C. Abbott.

E. P. Lovejoy, Jr., of the news bureau, General Electric Company, has been transferred from Schenectady to New York City, to represent the publicity department at the executive offices of the company.

The Edison Lamp Works of the General Electric Company, Harrison, N. J., gave a special course of instruction in the fundamentals of illuminating engineering and present lighting practice at the plant at Harrison, N. J. February 16 to 21. In January the Edison Works held its second annual conference on "Home Lighting Course for Women." The course was attended by 35 women representing the electric service companies as far distant from Harrison as Montreal, Cincinnati, and Omaha.

J. L. Kilpatrick has been elected vice president of the Western Electric Company in charge of the Telephone Department. He succeeds Dr. F. B. Jewett who has become vice president of the American Telephone and Telegraph Company. In his new position Mr. Kilpatrick has supervision over the manufacturing, installation and telephone-distributing department.

J. E. B. Kilbourn, formerly with the Western Electric Company, has been appointed secretary, of the Greenfield Electric Company, Inc., Baltimore, Md.

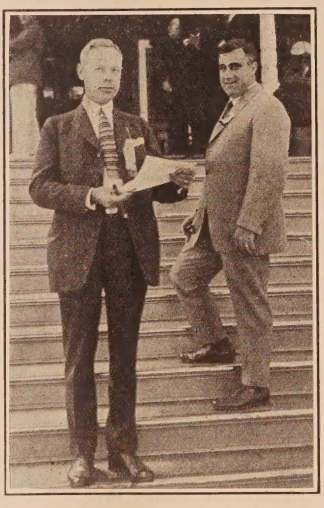
A-A Wire Company, Inc., 110 East Forty-second Street, New York City, has moved its plant to larger quarters at Harrison, N. J., to provide ample facilities for handling the increasing demand for A-A rubber insulated wires and cables. All matters pertaining to distribution and sales will be handled, as heretofore, in New York City.

Signal Electric Manufacturing Company, Menominee, Mich., has acquired all of the capital stock, physical assets, good will and contracts of the Marinette Electric Corporation of Marinette, Wis., a business involving an authorized capital of $30,000 and manufacturing radiophone headsets. C. E. Hammond, manager, Signal Electric Manufacturing Company, will also be the manager of the Marinette Electric Corporation.

R. O. Eastman, Inc., 7016 Euclid Avenue, Cleveland, Ohio, has opened a new office at 250 Park Avenue, New York City.

Stuart I. Weill has been appointed assistant to the vice-president of the Western Electric Company. This appointment follows the recent designation of J. L. Kilpatrick as vice-president in charge of the telephone department of the company, and it is to this department that Mr. Weill has been assigned. F. W. Bierwirth succeeds Mr. Weill as General Accounting Superintendent of the Installation Department.

Herbert A. Wagner, president, Consolidated Gas, Electric Light and Power Company, of Baltimore, has been elected a director of The Society for Electrical Development to represent central-station interests. The Wagner Electric Manufacturing Company was organized by Mr. Wagner, who was its first president, and to whom goes the credit of developing the first successful single-phase motor placed on the market.



Two commercial managers caught with one snap of the camera. The one who looks as though he were giving the Fourth of July address is W. L. Frost, known as Jack, who has just been promoted to the general commercial managership of the Southern California Edison Company. The gentleman who is escaping therefrom is A. E. Holloway, superintendent of the commercial department of the San Diego Consolidated Gas and Electric Company.

Herman Andrae Electrical Company announces the opening of its new office and shop at 2040 Clybourn Street, Milwaukee, Wis. The company has discontinued its retail electrical store in order to concentrate all its efforts on electric wiring and repairs of all kinds, commercial and industrial lighting, and power and motor work.

Columbia Metal Box Company, New York City, has opened a branch sales office and warehouse at 51 Federal Street, San Francisco, Calif. The company's California representative is the J. G. Pomeroy Company, 336 Azusa Street, Los Angeles, which has opened the San Francisco office.

Sager Electric Supply Company, Boston, Mass., announces the enlargement of its quarters at 201 Congress St., Boston.

L. C. Bullington, former assistant manager, power department, Westinghouse Electric & Manufacturing Company at East Pittsburgh, Pa., has been appointed manager of the Cincinnati district office of the company. Mr. Bullington succeeds Mr. James A. Brett who died recently in Bermuda.

G R S Products, Inc., held its first annual sales conference at its home office at Albany, N. Y., January 28 to 31. This was the first step to the new plant for most of the sales force.

T. C. Smith & Company, Philadelphia, Pa., announces that William Bernard Clark, former manager, Waterbury Brass Goods Corporation, has become associated with the Smith company's sales department.

Burt Gage Hubbell, President, Federal Telephone & Telegraph Company, and Federal Telephone Manufacturing Corporation, died at his home in Buffalo, January 24. Although in poor health for some time, he had engaged actively in his executive capacity until a few weeks prior to his death.

Curtis Lighting of California, Inc., has been organized with offices at 3113 West Sixth Street, Los Angeles, in order to enlarge and to further facilitate operations in the states of California, Utah, Nevada and Arizona. Officers of the new company are Augustus D. Curtis, president; Fred S. Mills, vice-president, and F. E. Hastings, treasurer.

A. F. Wakefield, for the last two years vice-president of The F. W. Wakefield Brass Company, Vermilion, Ohio, has been promoted to the position of general manager, taking over much of the executive work formerly handled by F. W. Wakefield, president.

P. C. Gunion, advertising manager, Hyatt Roller Bearing Company, has been appointed a member of the sales board of the Hyatt company. In addition to his advertising work, Mr. Gunion will be in charge of the market research activities of the company.

The Lionel Corporation extends an invitation to the trade to visit its all-year toy fair at its spacious showroom occupying the sixth floor of 48-52 E. Twenty-first Street, New York City. The Lionel Corporation is celebrating its silver jubilee, the first models of miniature electric trains and railroad accessories having been introduced in 1900.

Edwards and Company, Inc., New York City, have opened a new office and warehouse in San Francisco under the management of Grover Anderson. The office is located at 51 Federal Street and a full stock will be carried in the San Francisco warehouse. This completes the Edwards' chain of service for the west coast. Full stocks are now carried at Portland, Ore., San Francisco and Los Angeles.

Continued from Page 5156

Kendrick and Davis Co.,
Lebanon, N. H.

ALTERNATING AND DIRECT CURRENT

Wall and desk, non-oscillating—8-in., 3-spd., black, $12.

HELP FOR DEALERS

Circular on the 8-in. universal fan.

National Stamping and Electric Works,
Chicago, Ill.

ALTERNATING CURRENT

Wall and desk, non-oscillating—10-in., 3-spd., black, $11.50.

DIRECT CURRENT

Wall and desk, non-oscillating—10-in., 3-spd., black, $11.50.

ALTERNATING AND DIRECT CURRENT

Wall and desk, non-oscillating—8-in., 3-spd., black, $9.50.

HELP FOR DEALERS

"Electric Breezer Fan" circular, with place for dealer's imprint.

The Robbins and Myers Co.,
Springfield, Ohio

ALTERNATING CURRENT

Wall and desk, oscillating—10-in. to 16-in., 3-spd., black, $21 to $35.
Wall and desk, non-oscillating—8-in., 1-spd., black, $10; 12-in. and 16-in., 3-spd., black, $23.50 and $27.
Ceiling—56-in., 3-spd., bl.en., $54.
Ventilating—12-in. and 16-in., 1-spd., black, $29 and $34.

DIRECT CURRENT

Wall and desk, oscillating—12-in. and 16-in., 3-spd., black, $30 and $35.
Wall and desk, non-oscillating—12-in. and 16-in., 3-spd., black, $23.50 and $27.
Ceiling—56-in., 3-spd., bl.en., $52.
Ventilating—12-in. and 16-in., 1-spd., black, $29 and $34.

ALTERNATING AND DIRECT CURRENTS

Wall and desk, oscillating—9-in., 3-spd., black, $21.
Wall and desk, non-oscillating—8-in., 1-spd., black, $10; 9-in., 3-spd., black, $15.

HELPS FOR DEALERS

Catalogue giving list and descriptions of fans.
Advertising and sales material book giving sales help specimens.
Instructions for salesmen.
Window cut-out and signs.
Newspaper ad electros and matrices.
Lantern slides with imprint.
Imprinted booklet and folder, and imprinted farm fan booklet.

Signal Electric Mfg. Co.,
Menominee, Mich.

ALTERNATING CURRENT

Wall and desk, oscillating—9-in., 1-spd., alum., $15.
Wall and desk, non-oscillating—9-in., 1-spd., alum., $10.

ALTERNATING AND DIRECT CURRENT

Wall and desk, oscillating—8-in., 1-spd., green, $9.75.
Wall and desk, non-oscillating—8-in., 1-spd., black, $7.

HELPS FOR DEALERS

Display card and window poster for "Signal, Jr."
Circular, with place for dealer's imprint.
Newspaper ad matrices, with place for dealer's imprint.

Wagner Electric Corp.,
St. Louis, Mo.

ALTERNATING CURRENT

Wall and desk, oscillating—9-in., 1-spd., bl.en., $15; 12-in. and 16-in., 3-spd., bl.en., $30 and $35.
Wall and desk, non-oscillating—9-in., 1-spd., bl. en., $10; 12-in., 3-spd., bl. en., $23.
Ceiling—56-in., 3-spd., $52.

DIRECT CURRENT

Wall and desk, oscillating—12-in. and 16-in., 3-spd., bl. en., $30 and $35.
Wall and desk, non-oscillating—12-in., 3-spd., bl. en., $23.
Ceiling—56-in., 3-spd., $52.

HELPS FOR DEALERS

Catalogue listing and describing fans.
Circulars on "Fanny Breezes" with place for dealer's imprint.
Newspaper ad electros with place for dealer's imprint.

Western Electric Co.,
New York, N. Y.

ALTERNATING CURRENT

Wall and desk, oscillating—9-in. to 16-in., 3-spd., bl.en., $21 to $36.
Wall and desk, non-oscillating—9-in. and 12-in., 3-spd., bl.en., $15 and $24.50.
Ceiling—56-in., 3-spd., bl.en., $54.
Ventilating—12-in. and 16-in., 1-spd., bl.en., $31 and $35.

DIRECT CURRENT

Wall and desk, oscillating—9-in. to 16-in., 3-spd., bl.en., $21 to $35.
Wall and desk, non-oscillating—9-in. and 12-in., 3-spd., bl.en., $15 and $23.50.
Ceiling—56-in., 3-spd., bl.en., $52.
Ventilating—12-in. and 16-in., 1-spd., bl.en., $29 and $33

ALTERNATING AND DIRECT CURRENTS

Wall and desk—8-in., 2-spd., bl.en., $10.

HELPS FOR DEALERS

Window display and directions for setting up.
Catalogue listing and describing fans.
Circulars, with place for dealer's imprint.

Westinghouse Electric and Mfg. Co.,
East Pittsburgh, Pa.

ALTERNATING CURRENT

Wall and desk, oscillating—10-in., to 16-in., 3-spd., black, $20.75 to $35; 10-in., 3-spd., ivory, $22.
Wall and desk, non-oscillating—10-in. to 16-in., 3-spd., black, $15 to $27.
Ceiling—36-in., 1-spd., black, $32.50; 52-in., 2-spd., black, $52.
Ventilating—12-in. and 16-in., 1-spd., black, $29 and $33.

DIRECT CURRENT

Wall and desk, non-oscillating—8 in., 16-in., 3-spd., black, $20.75 to $35; 10-in., 3-spd., ivory, $22.
Wall and desk, non-oscillating—10-in. to 16-in., 3-spd., black, $15 to $27.
Ceiling—56-in., 3-spd., black, $52.

ALTERNATING AND DIRECT CURRENT

Wall and desk, non-oscillating—8-in., 1-spd., black, $7.50.

HELPS FOR DEALERS

Westinghouse fan campaign portfolio for 1925.
"Beauty—Power—Silence" newspaper mats, with place for dealer's imprint.
Folder on new "Whirlwind," with place for imprints.
Miniature catalogue, with place for imprint.
Window display.
Blotter.
Sign for delivery trucks.

L. J. Wing Mfg. Co.,
New York, N. Y.

ALTERNATING AND DIRECT CURRENT

Ventilating—13-in. frame height, 1-spd., mounted for kitchen window, $52.

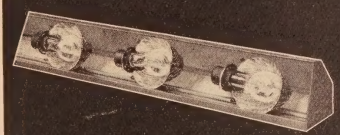
HELP FOR DEALERS

"Fresh Air for the Home" circular describing the W-S Vent set.

Tonight's-Window Shoppers are tomorrow's Buyers!

No. 88 X-Ray "Hippo" Window Flood Light

X-Ray "Jove" Reflector with No. 66 Color-Ray Attached



No. 10308 X-Ray Window Footlights

X-Ray Reflectors
EVERLASTING BRILLIANCY
"Standard for Show Windows"

Don't Forget—

That Spring is on the way—and Springtime makes the show window lighting business "hit on all six!"

On Spring Nights—

people will "window shop." New goods, new displays will greet their eyes. *Folks are going to buy!*

Merchants Near You—

realize this. They are thinking about Spring window trims and *how to light them* so people will stop and look. These merchants

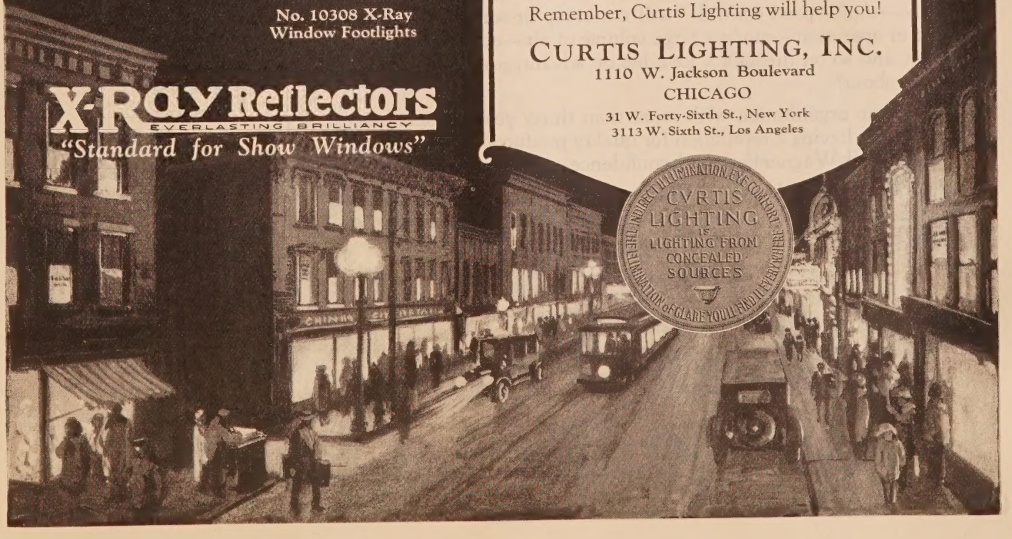
Need Good Lighting—

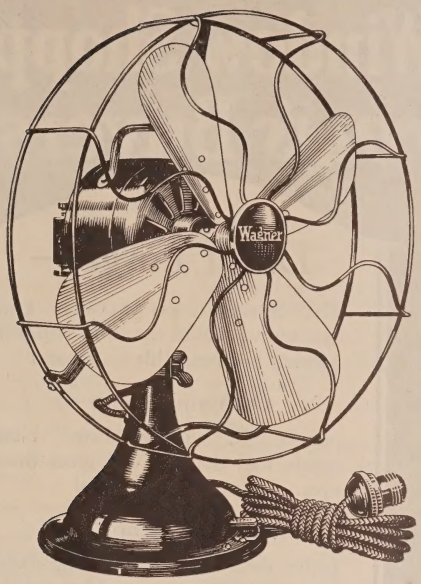
such as X-Ray "Color-Ray," Flood Lights and Spot Lights, and X-Ray Reflectors

To Sell More Goods—

during the Spring season. You, as their *electrical man*, should tell them about the latest in window lighting. Are you ready? Remember, Curtis Lighting will help you!

CURTIS LIGHTING, INC.
1110 W. Jackson Boulevard
CHICAGO
31 W. Forty-Sixth St., New York
3113 W. Sixth St., Los Angeles





Wagner Fans appeal to the 3 strongest buying motives:

WAGNER FANS were designed especially to appeal to the three strongest buying motives—comfort, convenience and reasonable price.

Wagner Fans will win the buyer on every count! There are thirty-eight selling features. They have safety oscillator stop—allow change of fixed air path without shifting fan base—will not leak oil or drop grease—multi-speed control—will not creep or scratch furniture—quiet in operation—move a large volume of air—economical of electricity, and so on through a long list of advantages. Something real to talk about!

Built by an organization with more than thirty years of small-motor experience, having a reputation for quality products and fair dealing. You can stock Wagner Fans with confidence in the goods and the maker.

Write for the new Wagner 38-Feature Fan Catalog—tells how Wagner Fans meet every user's need—gives full data on every type and size—shows how the buyer can make his fan an all year convenience.

Send for copy now.

Wagner Fans

with 38 selling features

38 selling points make it easy for salesmen to interest customers and close sales.

Oscillation can be regulated to modify sweep of air path, or stopped as desired.

Light construction makes fan easy to move. A handy handle facilitates carrying.

LIST PRICES

9-inch, high-speed non-oscillating	$10.00 A.C. only
9-inch, high-speed oscillating	$15.00 A.C. only
12-inch, high-speed non-oscillating	$23.00 A.C. or D.C.
12-inch, high-speed oscillating	$30.00 A.C. or D.C.
12-inch, low-speed oscillating	$30.00 A.C. or D.C.
16-inch, low-speed oscillating	$35.00 A.C. or D.C.
16-inch, high-speed oscillating	$35.00 A.C. or D.C.
56-inch, ceiling fan	$52.00 A.C. or D.C.

Above prices cover fans for 110-volt 60 cycles or 110-volt direct current only.

WAGNER ELECTRIC CORPORATION
6400 Plymouth Avenue, St. Louis, Mo.
I would like to receive a copy of your new Wagner Fan Catalog for dealers and jobbers.

Name_____

Company_____

Address_____

6520-A

Sell more Fans!
—by being ready to meet the first hot weather rush.
—by hooking up with nation-wide G-E advertising in the Saturday Evening Post and G-E newspaper advertising right in your own district.
—by showing the G-E Fan Girl prominently in your window.
—by using the G-E catalog.
—by putting G-E folders in your mail.
—by showing the G-E slide in your local movie house.
Sat. Eve. Post Ad.
Your Newspaper Ads.
Ten cool hours for a nickel!
Fans
GENERAL ELECTRIC
Sell G-E Fans!
—because G-E quality is world known and world recognized.
—because G-E fan advertising in colors in the Saturday Evening Post reaches millions of readers.
—because G-E advertising in newspapers brings the local fan business right to your store.
—because G-E has sold the idea of "Ten cool hours for a nickel" so that you may sell fans.
G-E White Leaflet
Dealer's Catalog
G-E Fan Folder
G-E Fan Girl and cards for window display
Lantern Slide
Keep the Air Alive with a G-E Fan
GENERAL ELECTRIC Fan
A General Electric Product

Use the LATHAM service that ties this campaign to your store—

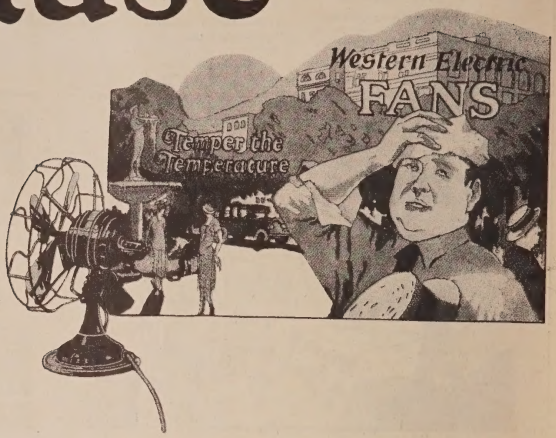
The whole big plan is ready and LATHAM is ready to help hitch it to *your* sales wagon. *Use this service* and get the most out of the fan campaign this summer!

Latham has the organization, the facilities and the standing to help you most.

E. B. LATHAM CO.
550-552 Pearl St., 96 Worth St.
(Block to Block)
NEW YORK CITY
Phone Franklin 4870

LATHAM · NEW YORK

Cause



These assistant fan salesmen want to work for you. A novel two-way folder that will "get" both office and home prospects. And then there's the "Blue Book of Breeze Makers" —a handy catalog for folks who like data.

Why not sell 'em a fan for every room?

The Western Electric fan plan this year is geared up to the lucrative idea—*A fan in every room.*

Why not? Why should people go on carrying one fan from room to room, upstairs and down? You don't carry your reading lamp about with you.

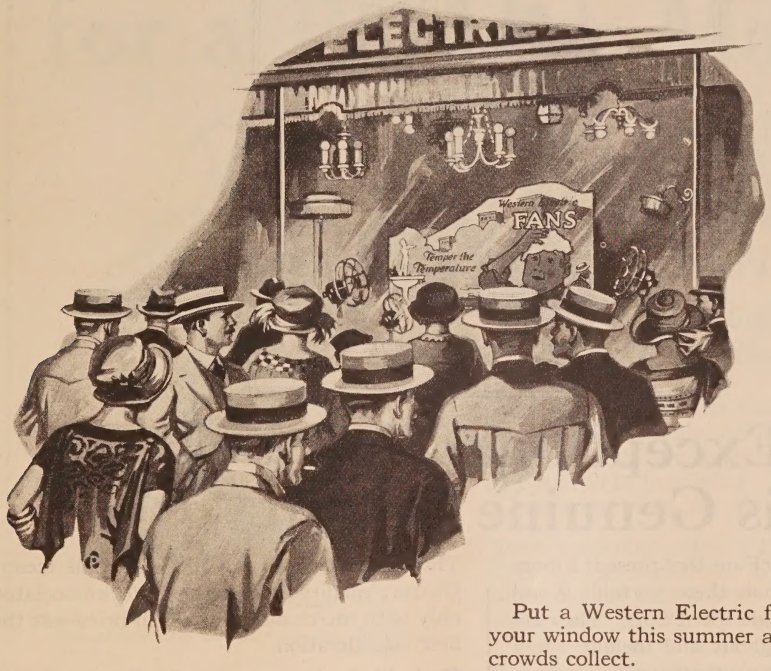
And when you hook up with the Western Electric line, it's a good thing to know that you have a fan to offer for every need.

As for quality, everybody knows that Western Electric fans are sound in design and sturdy in construction. You can bank on these quality products to make many a lasting friend for your store — because they'll stay on the job for years.

Western

OFFICES IN 49

and Effect



Put a Western Electric fan display in your window this summer and watch the crowds collect.

How's this for an ingenious idea? When the fan swings away from the cardboard man, a bright scarlet flush sweeps over his face. A deep red sun rises behind the hill and the scene radiates humid heat.

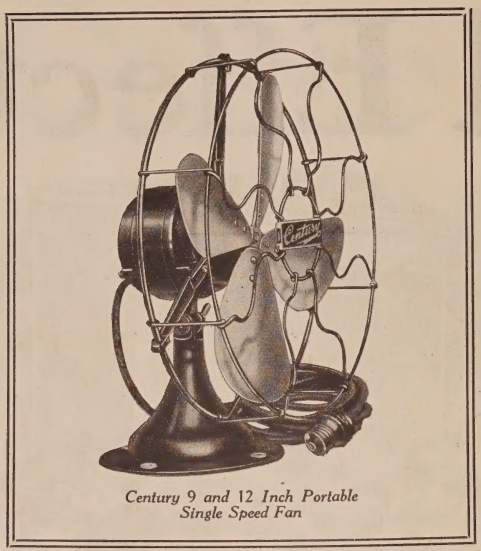
A second later the fan reverses, and its breeze blows away the fat man's flush and turns off the sun. Everything is cool and serene.

All very simple. But the spectators won't see the string by which the fan operates the color slide. Stopped by the flash of color they remain to figure out how the thing works — and incidentally to absorb a good deal of urge-to-buy from your window layout.

Write for this up-to-the-minute Fan Manual. Full descriptions of the long list of Western Electric sales helps; plus some suggestions on the important question, "Who are my prospects?"

Electric

PRINCIPAL CITIES



Century 9 and 12 Inch Portable Single Speed Fan

Exceptional Value in This Genuine Century Fan

There are no Century Fans that present a more exceptional value than these portable 9 and 12 in. stationary, single speed fans. They are Century-built throughout and include every vital detail of Century construction—only a few features non-essential to the movement of air are omitted.

This stripping away of non-essentials means Century quality at a cost heretofore associated only with merchandise in which price was the first consideration.

Desirable for home use, small offices or similar conditions where air movement is the chief requirement.

DEALERS

Get 1925 *Fan Bulletin and Trade Literature*

Our 1925 Fan Bulletin and a new series of very attractive trade leaflets, in colors, are ready for distribution. Reserve your copies now—they will be sent on request, together with complete trade information, price and discount sheets.

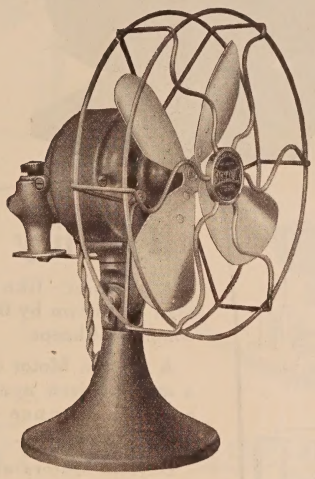
CENTURY ELECTRIC COMPANY

1827 Pine St. **St. Louis, Mo.**

Twenty-Nine Stock Points in the United States and More Than Fifty Outside Thereof

Portable **Century FANS** Ceiling

A Popular Sized Fan for a Popular Market



SILENT SIGNAL JR FAN

Oscillating and Non-Oscillating Types

Here is a fan that has a market all its own. It meets that popular demand for a small fan with all the refinements of the high grade large size fans to be had today. And it does this at a price that every fan user is willing to pay.

There is nothing ordinary about the Signal Jr. There is no sacrifice of quality. It is just more fan for the money. Motor is sturdily constructed but not cumbersome, and you've never seen one run more smoothly or quietly. The color and finish blends into the plan of any room—office or home. Backed by our unconditional two-year guarantee, it is a proposition worth looking into. It will be a money-maker for you.

Specifications

Types
Both the oscillating and non-oscillating or stationary types.

Size
Blades are full 8-inch. Either type fan stands 12 inches high.

Motor
Universal, 25 to 60 cycles, 110 volts operating on either direct or alternating current.

Construction
High quality throughout. Blades are steel, brass lacquered; bearings are phosphor bronze, self-aligned; and shaft is tool steel. Fitted with wick type self-lubricating oilers.

Finishes
Oscillating type is finished in Duco green. Non-oscillating type is finished in Standard Black.

Equipment
Oscillating type is equipped with two-speed switch in base. Non-oscillating type has single-speed switch. Both types are provided with 8 feet of cord and two-piece attachment plug.

List Prices
Oscillating Type.....$9.75
Non-oscillating Type.....$7.00
Prices slightly higher west of Denver and in Canada.

Advertised Nationally

The Signal Jr. Fan will be nationally advertised in the Saturday Evening Post right through the fan season. *We* will create the demand. *You* handle the sales. They'll keep you busy and every sale means a mighty fair profit to you. Remember the Signal Jr. is in a class by itself. There is no substitute. Jobbers get in touch with our nearest office for further information and discounts. Dealers see your jobber. Get set for a big season on fans.

SIGNAL ELECTRIC MFG. CO.

Dept. 4C, MENOMINEE, MICHIGAN

Branch Offices:

Boston
New York
Philadelphia
Pittsburgh
St. Louis
Chicago
Minneapolis
San Francisco
Los Angeles
Toronto
Winnipeg
Montreal
Havana, Cuba

New for 1925

An Unusual Fan in an Unusual Finish

Specially designed for offices and homes where maximum breeze-power is not desired. A 52-inch sweep three speed fan, with exceptional speed regulation and lower wattage consumption. Carried in French gray finish. Can be furnished in other finishes if desired.

Fitters for ceiling Fans—to facilitate equipping ceiling fans with unit type glassware. The fitter replaces the ceiling fan switch and is fastened by the same screws. Accomodates any glass-ware with 6-inch opening.

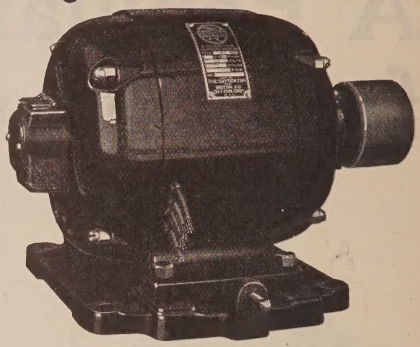
The Complete Line

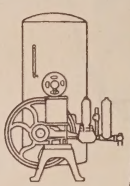
of Emerson ceiling fans includes the Standard wide sweep (56 inch) 3 speed types of large breeze power, for A.C. and D.C. and a new 32 inch sweep 6-blade fan for 60 cycles.

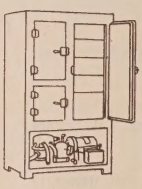
Carried in stock by seventy-five distributors. Write for the name of the nearest.

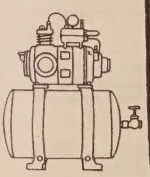
Emerson Electric Mfg. Co.
2018 Washington Avenue
50 Church St., New York City
ST. LOUIS

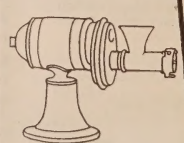
Dayton Motors











Quality

A product—like a man—is known by the company it keeps.

A Dayton Motor on a motor driven appliance is assurance of quality throughout.

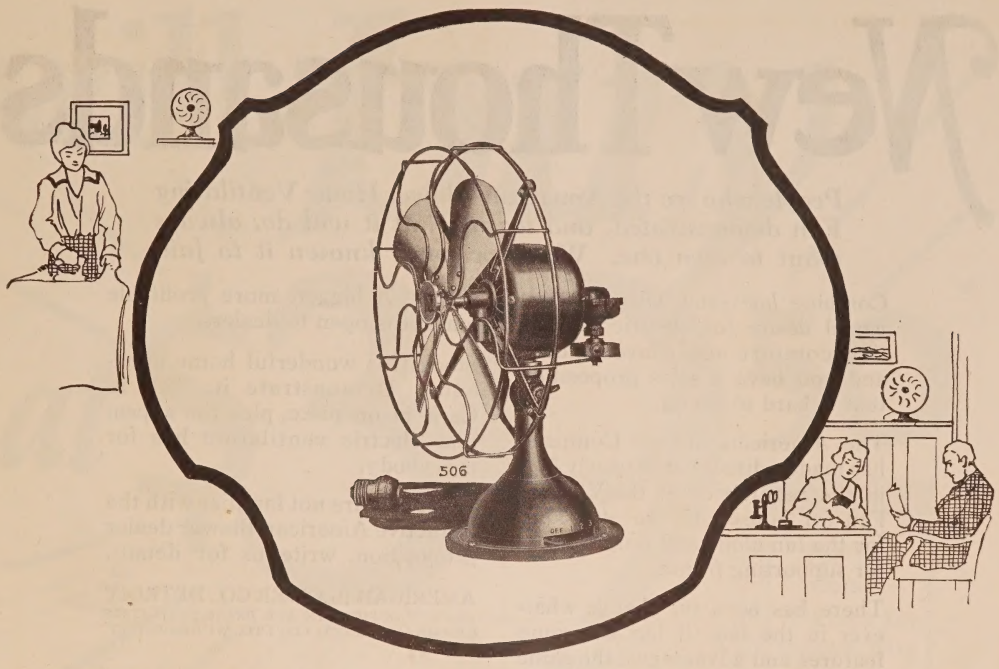
Dayton Motors are bought because of quality—not price:

Every Dayton Motor equipped appliance is an engineered job—the operating characteristics of the motor are skillfully calculated to start, speed up and carry the load of that particular appliance—day after day, year after year, with the service that satisfies.

Our Engineering Department is always at the command of our customers. Let us work out your motor problems for you.

THE DAYTON FAN AND MOTOR CO.
DAYTON, OHIO
For 36 Years Manufacturers of High Grade Electrical Apparatus

Day Fan
RADIO · MOTORS · FANS
PRODUCTS



To increase your fan sales for 1925 -a new Robbins & Myers 10-in. fan

THE sale ability of the R & M line is reinforced for 1925 with a new 10-in. four-blade, oscillating fan, for residences and small offices.

This fan is furnished for 50 and 60 cycles A.C., and is powered with an induction type R & M Motor. It has a four-point switch in the base, giving it three running speeds. It makes seven complete oscillations per minute, with a full sweep of 90 degrees which can be reduced or made non-operative while the fan is running.

This new model has the same high efficiency and smooth, quiet operation that have made so many R & M sales in the past. Its drawn-steel frame and rugged interior construction qualify it to give typically R & M lasting, trouble-free service. It will increase your fan sales for 1925.

Write for complete information on Model 42.

New York	30 Church St., Room 420-E.	Cincinnati	9-11 E. Third St.
Philadelphia	1418 Walnut St.	Chicago	1444-46-48 Conway Bldg.
Buffalo	831 Ellicott Sq. Bldg.	St. Louis	1522-23-24 Chemical Bldg.
Cleveland	1239 W. Third St.	San Francisco	701-702 Rialto Bldg.

The Robbins & Myers Co.
SPRINGFIELD, OHIO

New Thousands

People who see the American Blower Home Ventilating Fan demonstrated, and learn what it will do, always want to own one. We have never known it to fail.

Combine *low price* with this universal desire for electric ventilating comfort and convenience—and you have a sales proposition that is hard to beat.

The American Blower Company has made a direct cut of nearly 20% in the retail price of the Ventura Fan for household use—to $39.50 for the fan alone and only $7 extra for supporting frame.

There has been no change whatever in the fan—it has the same features and advantages, the same design and construction.

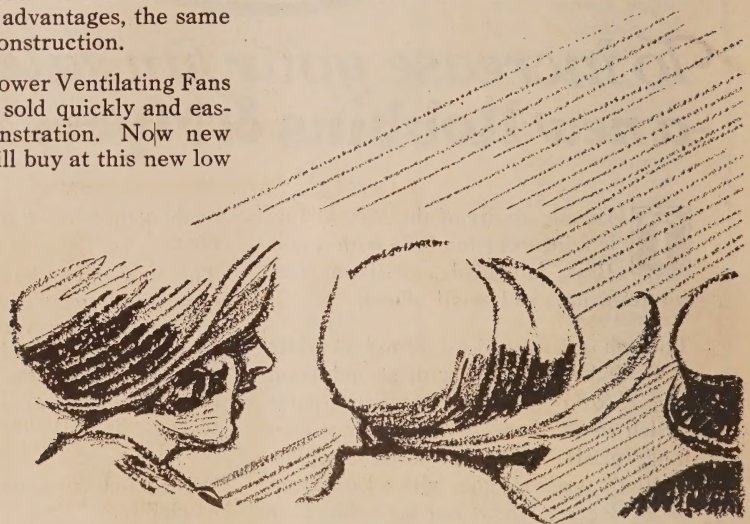
American Blower Ventilating Fans have always sold quickly and easily on demonstration. Now new thousands will buy at this new low price. A bigger, more profitable market is open to dealers.

Stock this wonderful home appliance. Demonstrate it. Sell it. Cash in on price, plus the appeal that electric ventilation has for everybody.

Or, if you are not familiar with the attractive American Blower dealer proposition, write us for details.

(433)

AMERICAN BLOWER CO., DETROIT
BRANCH OFFICES IN ALL PRINCIPAL CITIES
CANADIAN SIROCCO CO., LTD., WINDSOR, ONT.



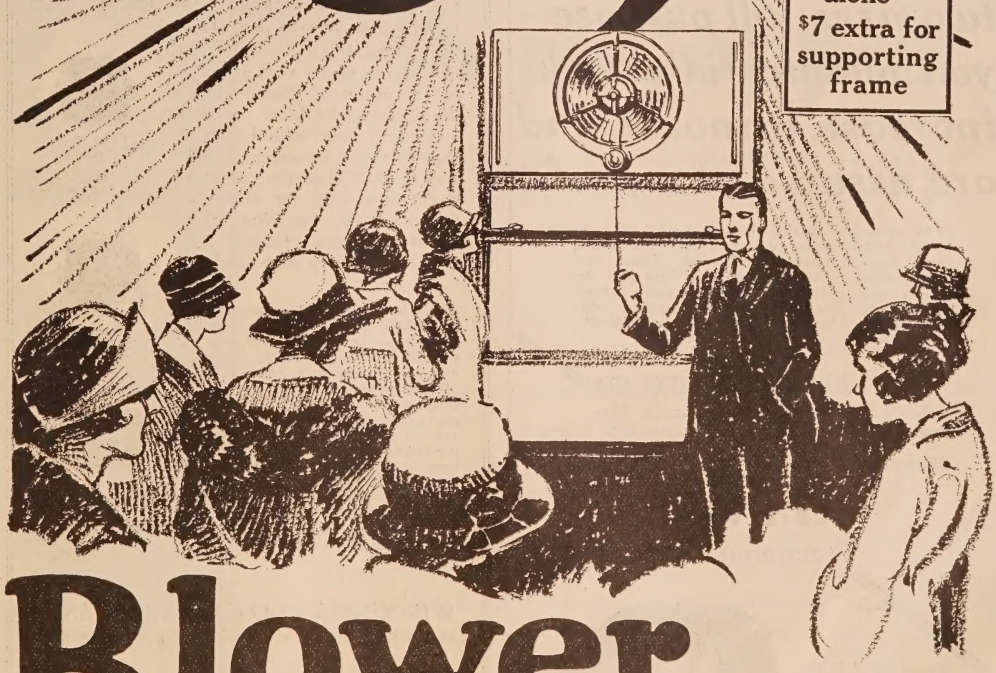
American

"Sirocco" TRADE MARK VENTILATING, HEATING, AIR CONDITION-

MANUFACTURERS OF ALL TYPES OF AIR

will buy at $39.50

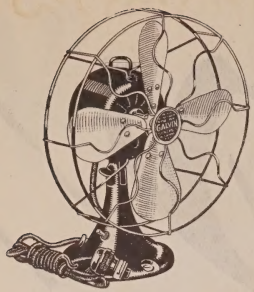
for fan alone—
$7 extra for supporting frame



Blower

ING, DRYING, MECHANICAL DRAFT

HANDLING EQUIPMENT SINCE 1881



This is the 10-inch non-oscillating A.C. fan, a popular priced single speed fan for home, small office, hotel room, etc.

with

Galvin Fans

two sizes—all purpose—you minimize idle stocks increase turnover and are assured of a profit

The complete line of desk and wall fans are made in two sizes, 10 and 14-inch, oscillating and non-oscillating, universal, direct and alternating motors. With this line and our liberal sales policy you can meet every fan requirement, distribute highest quality merchandise and be assured of a substantial profit. Write for particulars.

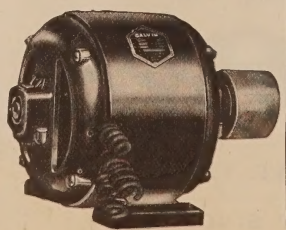
GALVIN ELECTRIC MFG. CO.
3320 So. Broadway, St. Louis, Mo.
Export Department: 149 Broadway, New York, N. Y.

Makers of

Galvin
Fractional H. P. Motors

Fractional H.P.

One tenth to one horse power, split phase, polyphase repulsion induction and direct current.



Even up in "Nigga' Heav'n" the F.H.P. Motor Plays a Leading Part

IN THOUSANDS of projecting rooms—high above the heads of the "gallery gods"—you will find Dumore fractional horsepower motors working shoulder to shoulder with busy motion picture projectionists. Smoothly and evenly they deliver the power that gives life to the antics of Chaplin or to the pathos of La Marr. Swiftly and surely they rewind reels so that film may be screened again and again. Thus the operators have more time for more important tasks—enabling all of us to enjoy our "movie" with greater certainty and safety.

As we have served the manufacturers of various motion picture projectors, so may we be able to serve you. If you are developing a motor driven device, tool or appliance, and find a perplexing power problem retarding its progress—or if you are a manufacturer planning to change the power unit you are now using, a word to our Engineering Department will bring you suggestions from experts, *free*. This Department—specializing in applying fractional horsepower motors to new and unusual uses—will be glad to work out your difficulty for you. Write any time—we're at your service always.

Type-SAX
1/25 h. p. motor with special base. Nickel plated. Operates on A.C. or D.C.

Type-A—Stripped
1/25 h. p. Cast Iron frame. Enamel finish. Babbitt bearings, wick oil feed. Operates on A.C. or D.C.

Type-D
1/8 h.p. Cast iron frame. Enamel finish. Plain bearings, grease cups Operates on A.C. or D.C.

No. 3GM—Stripped
¼ h.p. Aluminum frame. Enamel finish. Norma bearings, ventilated. Operates on A.C. or D.C.

WISCONSIN ELECTRIC COMPANY
19 SIXTEENTH ST. RACINE, WISCONSIN

Dumore
Fractional H.P. Motors

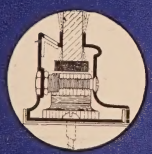
Nature Contributes Permanency to Kawneer SOLID COPPER STORE FRONTS With

Pure Copper

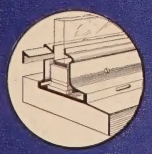
PERMANENCY

RUGGED STRENGTH

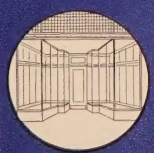
BEAUTY of DESIGN



RESILIENCY



VENTILATION

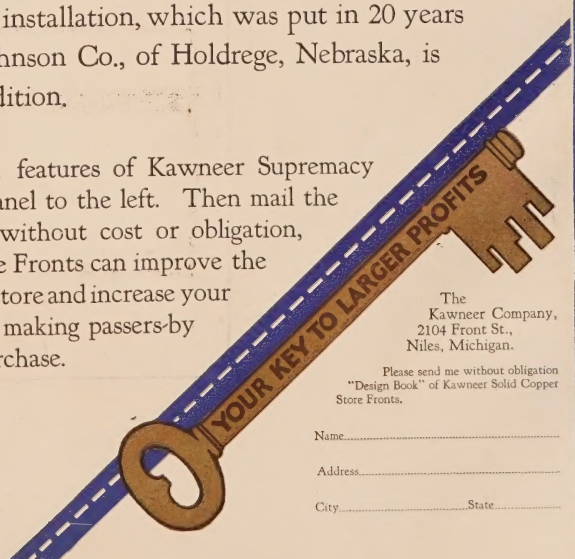


EASE of INSTALLATION

For Rugged Strength—for Resistance to Weather, for Long Life and Unfailing Service, Kawneer specifications call for *Pure Copper.*

That Kawneer Solid Copper Store Fronts are built to last indefinitely is best established by the fact that the first complete installation, which was put in 20 years ago for the F. Johnson Co., of Holdrege, Nebraska, is still in good condition.

Study the six features of Kawneer Supremacy illustrated in the panel to the left. Then mail the coupon and learn, without cost or obligation, how Kawneer Store Fronts can improve the appearance of your store and increase your sales and profits by making passers-by Stop, Look and Purchase.



The
Kawneer Company,
2104 Front St.,
Niles, Michigan.

Please send me without obligation "Design Book" of Kawneer Solid Copper Store Fronts.

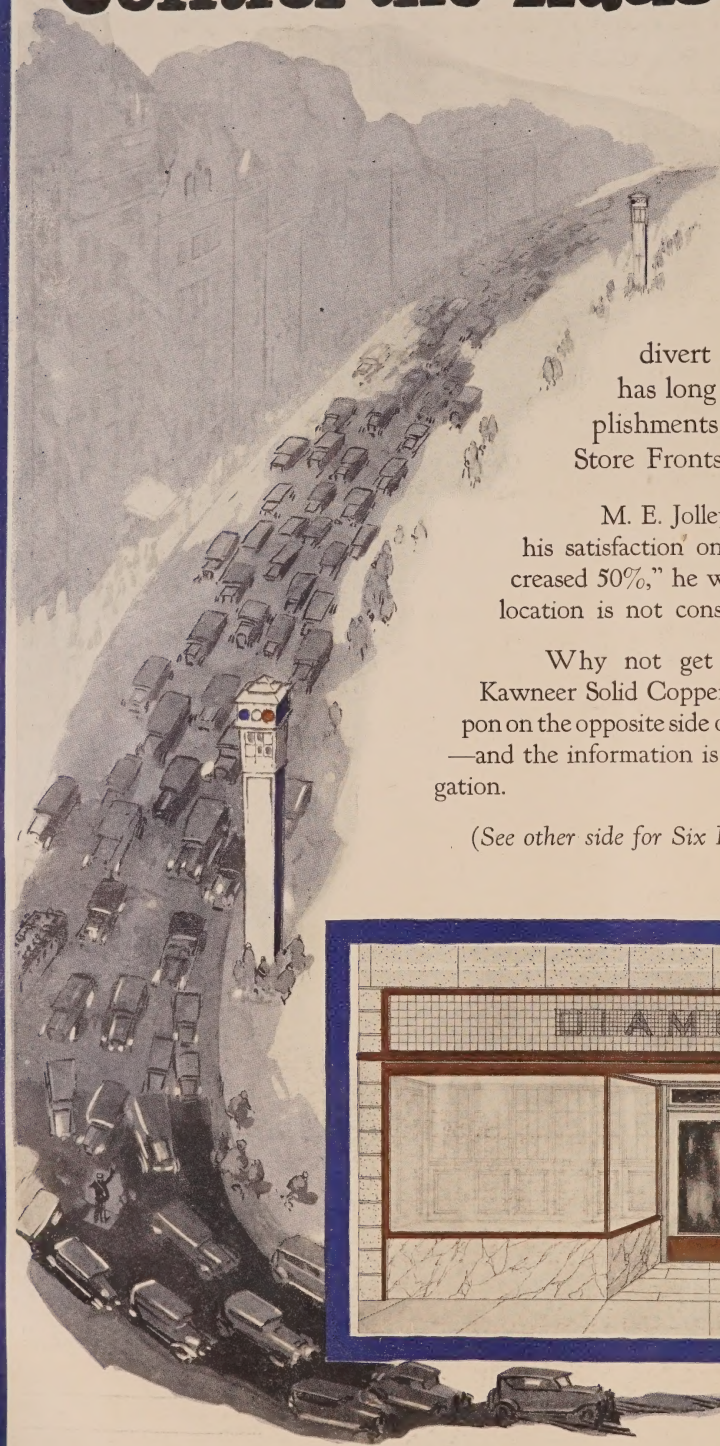
Name.....

Address.....

City.....State.....

Control the Trade Traffic with Kawneer

SOLID COPPER
STORE FRONTS



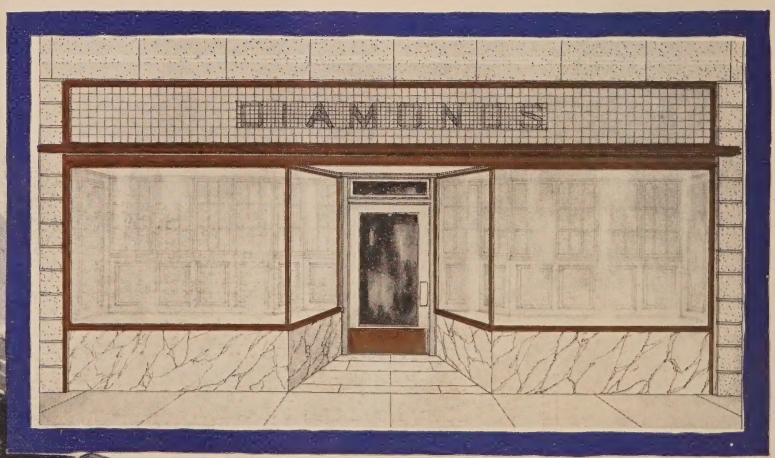
Every town and city has its favored business arteries.

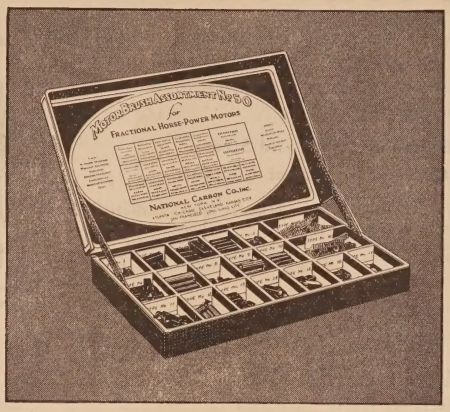
To control trade traffic and divert business from beaten paths has long been one of the major accomplishments of Kawneer Solid Copper Store Fronts.

M. E. Jolley, of Sesser, Illinois, proved this to his satisfaction only recently. "My sales have increased 50%," he writes, "although my present store location is not considered as good as my old one."

Why not get further information concerning Kawneer Solid Copper Fronts for your store? The coupon on the opposite side of this page is for your convenience —and the information is gladly sent without cost or obligation.

(See other side for Six Points of Kawneer Superiority.)





Brush up on Brushes

WITH Columbia Pyramid Brush assortment on hand you are prepared to replace brushes on practically any motor-driven appliance that may be brought to you for repair.

It puts at your fingers' ends adequate supplies of Columbia Pyramid Brushes in the right grade, and springs, for virtually all makes of vacuum cleaner motors, washing machines, vibrators, fans, sewing machine motors, etc. On the inside of the lid you will find a compact table and complete specifications of the contents. Order this assortment and be prepared to give service. It is often a stepping stone to the sale of other household electrical appliances.

Order from your jobber.

Manufactured and guaranteed by

NATIONAL CARBON CO., Inc.

New York
Atlanta
Chicago
Kansas City
San Francisco
Dallas

Canadian National Carbon Co., Limited
Toronto, Ontario

Columbia Pyramid Brushes

A DIEHL FAN FOR EVERY NEED

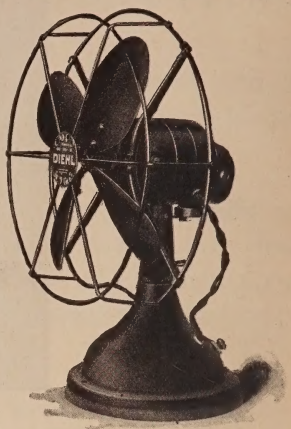
The new 9-in. oscillating Diehl Fan makes even more complete the line of Diehl Quality Fans. There is a Diehl Fan for all commercial circuits and for every need. Diehl Fans are known for their pleasing appearance, rugged construction and quiet operation.

Complete Range of Styles and Sizes

Alternating Current Direct Current

Oscillating Non-Oscillating Fans	Ceiling Fans	Exhaust and Ventilating Fans
9 in. 10 in. 12 in. 16 in.	52 in. Alternating Current 56 in. Direct Current	Bucket Blades—Flat Blades 9 in. to 42 in. Alternating Current 9 in. to 60 in. Direct Current

Dealers: Sell Diehl—the complete line—Fans and you will be able to supply the requirements of all of your customers. Write to-day for catalogs and the Diehl 1925 Fan proposition.



9 in. Oscillating Fan, Retail Price $15.00

DIEHL MANUFACTURING CO.

ELIZABETH, NEW JERSEY

ATLANTA BOSTON CHICAGO NEW YORK PHILADELPHIA

Builders of Motors and Fans for More Than 36 Years

DIEHL

Highest Quality Armature Winding

Vacuum Cleaner Armatures rewound, $3.50 net each.

Ford Generator Armatures rewound, $1.95 net each.

Other types, Two-Unit Generator Armatures rewound, $4.95 net each.

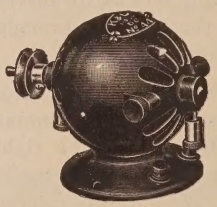
24 Hours Service
Fully Guaranteed

Write for Catalogue

H. M. FREDERICKS CO.

Armature Winding Specialists

LOCK HAVEN, PA.



Sell

Toy Electric Motors

They give boys a chance for creative thought. Put these motors in your window now and not only get people into your store but make sales.

No. 44

LIBERAL DISCOUNTS TO DEALERS

KENDRICK & DAVIS CO.

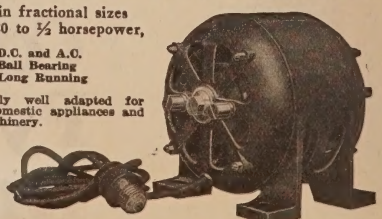
LEBANON, NEW HAMPSHIRE

Sturtevant Electric Motors

Made in fractional sizes from 1/20 to ½ horsepower,

D.C. and A.C.
Ball Bearing
Long Running

Particularly well adapted for driving domestic appliances and small machinery.



B. F. STURTEVANT COMPANY

Hyde Park, Boston, Mass.

It Is Only a Question of Time

When all good vacuum cleaner motors and all household utility motors, will have ball bearings. Nothing can long stand in the way of a demonstrated improvement, a real forward step.

The trade is rapidly learning (and the public is not far behind) that a vacuum cleaner or motored utility with a ball bearing motor, is a better outfit — so much better that it commands preference in a choice between two makes otherwise equally good. And that tendency is bound to grow.

Why Not Reap the Profits of the Pioneer?

The advantages of the ball bearing vacuum cleaner or utility motor have been so convincingly demonstrated that they admit of no argument.

The sales appeal of a highly improved cleaner or motored utility that has behind it not only the name and reputation of a nationally known builder but also the name and reputation of a nationally known ball bearing manufacturer, is doubly strong and doubly hard to resist.

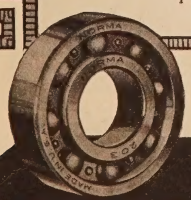
Why not reap the profit of the pioneer in this field, by identifying yourself with those nationally known vacuum cleaners and motored utilities in which the motors are equipped with ***"Norma"*** Precision Ball Bearings?

The **"Norma"** *Bearings that are making new records for vacuum cleaners and motored utilities are the very same bearings which— for more than 10 years — have been the recognized standards used by the million in magnetos and lighting generators on motor cars, motor trucks, motor boats and airplanes.*

NORMA-HOFFMANN BEARINGS CORPORATION

Stamford – Connecticut

PRECISION BALL, ROLLER AND THRUST BEARINGS



"NORMA"

PRECISION BALL BEARINGS

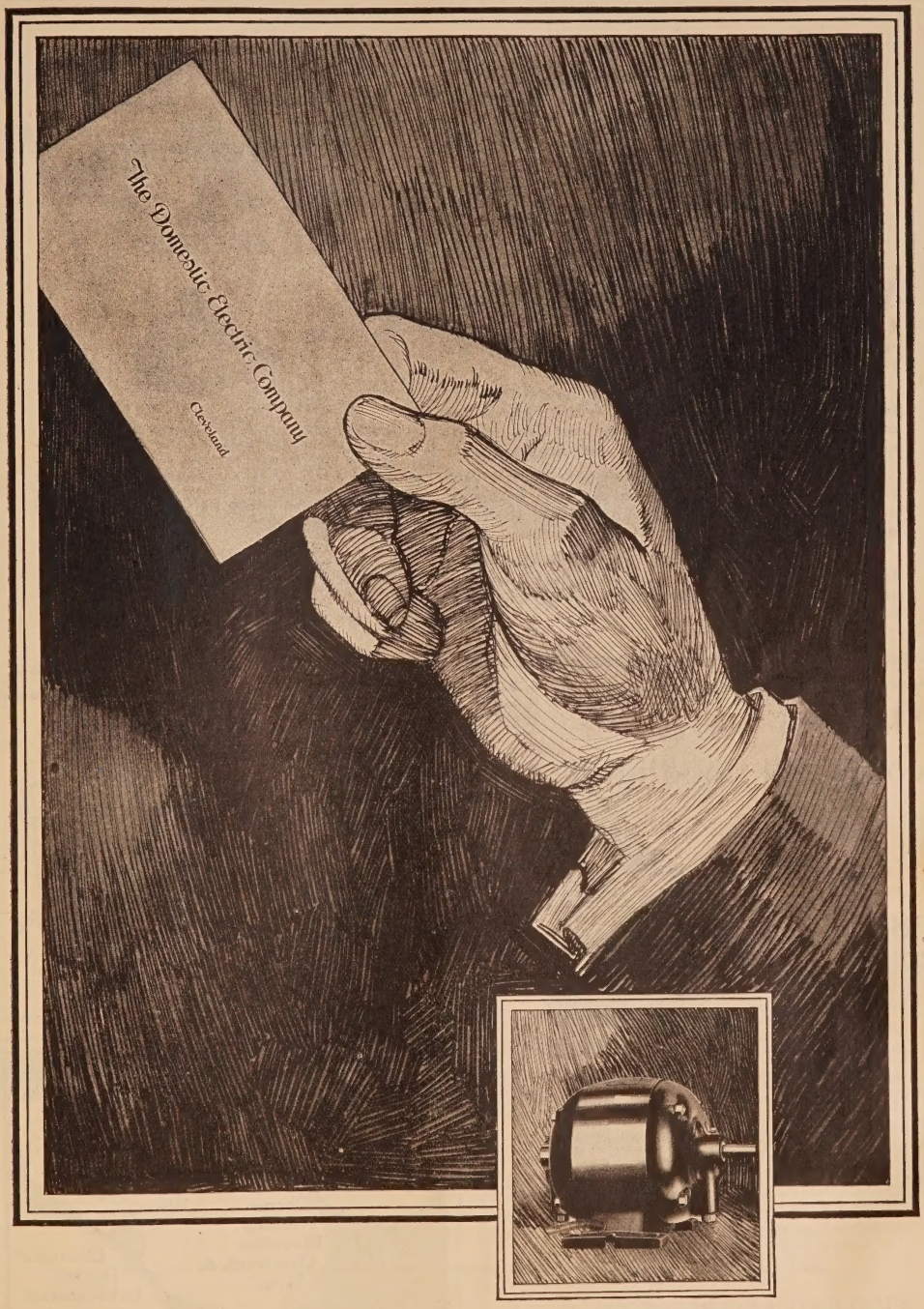
A Salesman with Authority

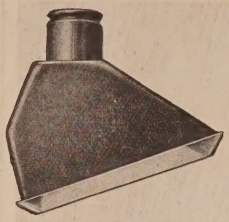
THE men who call on manufacturers for the Domestic Electric Company are more than salesmen. All of them are either officials or substantial stockholders in our organization. They are men who have authority to say YES. They are men who know motors from shaft to shell. Each and every one is either an engineer or a man educated by years of practical work. You can talk with these men as you would to our Chief Engineer or General Manager. They "know their stuff"; they know the appliance manufacturing business and can intelligently discuss your motor applications.

THE DOMESTIC ELECTRIC COMPANY
CLEVELAND OHIO

Domestic Electric Motors

(48)


The Domestic Electric Company
Cleveland



WHEELER K7

—the Window Reflector of longer life and superior service

WHEELER K-7—the unbreakable unit for display lighting. Made of Porcelain Enameled Steel, finished in gray outside and white inside. Drawn in one piece, with no parts to loosen.

Has one of the most efficient reflecting surfaces known—a high-grade white porcelain enamel. Long use will not dull or discolor it, and it will not chip or peel under intense heat.

The shape of the unit assures proper distribution of light over the entire display, bringing out every detail of the merchandise. It eliminates dimness in any part of the window.

K-7 is made for 75 and 100, 150 watt lamps. It is conveniently concealed as a light source, simple to clean and extremely easy to wire and install.

Color screens in red, blue green, and amber are provided for use with Wheeler K-7. These are held in a frame which fits firmly to the mouth of the reflector by two springs. The adjustment is very easily attached or removed, and greatly increases the beauty and attracting powers of any display window.

Write today for illustrated circular

WHEELER REFLECTOR CO.
275 CONGRESS ST., BOSTON, MASS.

Made so YOU could sell floodlights!

LIST
$8.50

Complete with removable color film frame and 5 different films, 6 foot of cord and separate plug

In individual cartons, 8 to standard package.

No. 954— 8-inch—100 to 150 Watt—List $8.50.

No. 955—10-inch—150 to 200 Watt—List $12.50.

Screws to wall, floor, ceiling. Set up anywhere in a jiffy.

Universal bracket permits light to be thrown in any direction.

Holds color films rigidly and smoothly; power instantly removed or attached.

Exclusive in many of its features. Ventilated, for instance, so that there are no light leaks.

Specialists in

Flood Lighting
Bank Screen and Desk Lighting
Show Window
Theatre, Cove and all other types using Silvered Glass for White Reflecting members.

The SUNLIGHT SILVER GLASS REFLECTOR gives you a floodlight *you* can go out and sell!

It fits the needs of the small stores, and the price fits them too. It appeals equally to the big store.

Get full details on this floodlight.
Write for Catalog 26

SUNLIGHT REFLECTOR CO., INC.
Established 1898
226-28 Pacific St., Brooklyn, N. Y.

Window Lighting

A new rugged efficient spot and flood light with color effects suitable for any mounting. It is just a recent addition to our large variety of lighting units for special lighting and effects. Get acquainted with Kliegl Bros. line.

Write for Catalogue K.

Kliegl Bros.

Universal Electric Stage Lighting Co., Inc.
321 West 50th Street, New York, N. Y.

Stage Lighting Engineers—Designers and Builders of everything electrical for the stage and theatre. E

The following RLM Reflector Brands having been approved now bear this label

Abolite
Benjamin
Cutter
Ivanhoe
Maxolite
Overbagh & Ayres
Quadrangle
Wheeler

NAME OF MANUFACTURER
DOME 200
COMPLIANCE WITH REFLECTOR AND LAMP MANUFACTURERS STANDARD SPECIFICATIONS CERTIFIED ELECTRICAL TESTING LABORATORIES

Electrical Testing Laboratories
80th St. and East End Ave. New York, N. Y.

7 New Features

in This Porcelain Enameled Steel Window Reflector

Stores are usually judged by the attractiveness of their show windows.

In installing show window reflectors the electrical contractor's work shows in the *service* the reflectors give. *Now* there is a new way to make windows more attractive. Benjamin Elliptical Angle Reflectors have *seven* features which practically eliminate old-time lighting troubles. They change window displays to scintillating business-getters for the dealer and to the electrical contractor goes the credit and the new contracts.

7 New Features

1. The inside reflecting surface of the Benjamin Elliptical Angle Reflectors is of *brilliant white porcelain*—fused on in three coats to give a permanent, sparkling surface. It diffuses unstreaked light over the whole window display.

Cat. No. 1406

2. The reflected light is noticeably *white* and *clear*. It enhances the color and texture of merchandise—is "easy to the eyes."

3 *There is no waste of light.* The elliptical shape of the Benjamin reflector directs light rays from each lamp sideways, so that the light from one lamp overlaps the light from the other. The straight back of Benjamin Elliptical Angle Reflectors keeps light inside the window.

4. Fewer lamps, of higher wattage, are used. This cuts down cost of installation and upkeep.

5. ***Merely a stroke of a damp rag will clean the white, smooth inside surface of a Benjamin Reflector.*** This saves time in window trimming.

6. Benjamin Reflectors are constructed of steel and a stone-hard enamel—almost indestructible.

7. The enamel on the exterior of Benjamin Reflectors is a beautiful buff color—to match your window trims and harmonize with almost any color effect in the window display. They put the *sales-magnet* into the window show—improve it in every way with the least care and attention.

Cat. No. 4377

The installation fittings make it easy to install the Benjamin Reflectors. They also enable the window trimmer to quickly detach the reflector for cleaning and then just as quickly return it to its place. No. 1406 and No. 1403 have screw thread for shade holder No. 4377.

Laco Colorlite

For color lighting the Laco Colorite is ideal. It permits the use of full color effect to bring out the beauty of goods under display. There is a choice of amber, red, green and blue. Readily put on the lamp or taken off.

Benjamin Electric Mfg. Co.

247 W. 17th Street
New York

120-128 S. Sangamon Street
Chicago

448 Bryant Street
San Francisco

BENJAMIN

Sterling STIPPLE Reflector No. 251
For 100, 150 and 200 Watt Mazda "C" Lamps.

Sterling STIPPLE Reflectors

Enduring Lustre ***Silvered Glass***

The STIPPLE construction of *Sterling* Reflectors is a scientific principle of advanced illumination which eliminates filament shadows and increases the efficiency of reflected light.

Test *Sterling* yourself. Compare its lighting efficiency with reflectors of the fluting or corrugation type and note the difference. The *Sterling* STIPPLE does it. *Sterling* Reflectors are made in numerous shapes and sizes for Show Windows, Display Cases and general Interior Illumination.

If it's STIPPLED it's Sterling. Every Reflector Fully Guaranteed

Reflector & Illuminating Co.
Manufacturers and Engineers

583 W. Washington Blvd.,
CHICAGO, U. S. A.

Will Reduce lighting bills 1/3 to 1/2

The Model 75 Floodlight

will give you more and better light in your windows at a saving of at least ⅓ in current consumption! This is based on actual tests by leading stores.

You can quickly and easily install these units to replace your present system of lighting and flood your windows with a brilliant evenly distributed light, and eliminate all shadows.

PRICE Model 75 Floodlight, complete with universal arm, wiring and plug, ready for use $10.50.

Color unit to fit same, including frame and five assorted colors $3.00.

Successful merchants everywhere are now using these money-saving units.

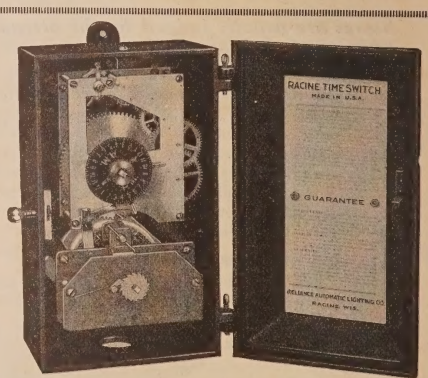
Made of metal—WILL NOT BREAK, CRACK or PEEL.

Sold through jobbers and dealers everywhere

SUN-RAY LIGHTING PRODUCTS

119 Lafayette St. (Dept. E) New York, N. Y.

"Best By Test"



The *Built by makers of "Reliance Time Switch"*

RACINE *Time Switch*

Combines simplest design with most rugged construction, and great accuracy. Eight day movement, and complete interchangeability of parts. Liberal discounts on attractive prices.

RELIANCE AUTOMATIC LIGHTING CO.
1933 Mead St. Racine, Wis., U. S. A.

The Announcement of This

New Haag Vortex

Started Something!

No previous announcement of this Company has ever resulted in so many replies from prospective dealers, and it is a foregone conclusion that the number of HAAG dealers will be greatly augmented before another thirty days have passed.

The Big Copper Tub, The Method Of Washing, The Clean-Cut Design, The New Haag Wringer and Ample Power

Are All Noteworthy Features.

And they're exactly the kind of "features" that "take root" in the mind of the purchaser! Then you can clinch the sale when you tell the price.

The sturdy frame, the kind of workmanship that "George" and "Al" insist shall go into every product and the perfection of mechanical design make this another of

The Haag Washers

That Need No Servicing

The cast aluminum "Vortex" whirls the fabrics thru the suds so rapidly that complete cleanliness comes quickly—so quickly that you cannot believe it until you see it!

Set one in front of your store (in action) and you will makes sales!

Be the dealer in your town to sell the "VORTEX"

HAAG BROS. CO., Peoria, Ill.

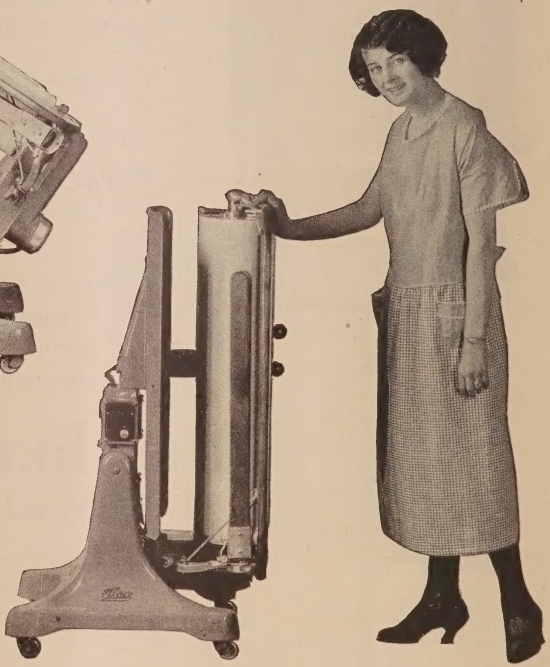
Announcing

THE NEW Thor -30 ELECTRIC IRONER

(Gas or Electrically Heated)

The ironing machine that is so far ahead of anything else now or heretofore made that it is destined to revolutionize the ironing methods of America.

There is room for the Thor-30 in every kitchen. When not in use it folds easily to occupy a floor space of only 22″ x 26″.

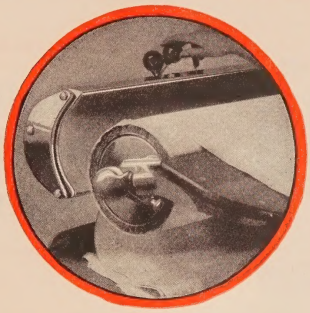


The current from any convenient outlet or keyless socket is sufficient for heat and motor. (May be gas-heated if desired.)

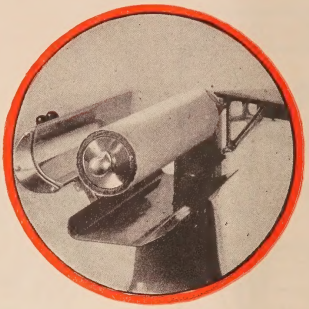
Thor-30 has large, easy rolling casters so that it can be rolled into a closet or to any convenient place to iron.

THE ELECTRIC IRONER THAT WILL MAKE IRONING BOARDS OBSOLETE

NEW FEATURES AND CONVENIENCES



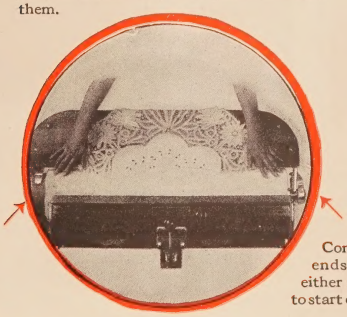
The shoe is automatically opened and closed by the motor. There is a convenient knob for opening the shoe by hand if current is interrupted.



Shoe and feed board can be moved full clear of roll for adjusting shirts, dresses, etc., over open end.

Speed automatically adapts itself to dampness, etc., of pieces being ironed. All you need do is smooth out the pieces and feed them.

Convenient folding rack for holding accumulation of finished pieces.



Control levers at both ends convenient for either right or left hand to start or stop at any time.

Motor cannot be stopped until shoe is away from roll (prevents scorching). One-piece, indestructible heating element full length of shoe (1000 watts). Operates on A C or D C, 90 to 110 volt range. Height adapted for greatest comfort with ordinary kitchen chair. Roll 31 inches long, padded with India Jute and heavy muslin cover; ideal ironing surface. Pressure of shoe always correct.

5,000,000 women own washing machines. Only 1 in 10 has bought an ironing machine. 4,500,000 women are now waiting for this ideal machine that *fits in the kitchen,* does ALL the ironing and rolls into a closet. Women *want* electrical labor savers. *You* know because *you* are selling them washers and vacuum cleaners every day. Those who are using ironers actually seem stronger in praise of them than they had been of washing machines. Introductory samples scattered to Thor dealers throughout the country have resulted in the most unprecedented demand ever experienced.

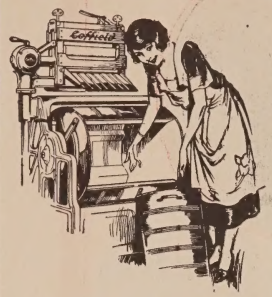
If you are interested in getting in early on this new and PROFITABLE appliance send now for full information.

HURLEY MACHINE COMPANY · *Chicago, Illinois*

LARGEST MANUFACTURER OF ELECTRIC HOUSEHOLD LAUNDRY EQUIPMENT

Are you getting

The CARE FREE COLUMN



Consider the competitive question of capacity.

The real capacity of a washer is how much clothes it will wash at one time—not merely how much space there is in the tub.

The Coffield holds more clothes and washes more clothes because it is all tub.

No cylinder inside, no mechanism inside. It gets a big washing done more quickly than any other type of washer.

A competitive demonstration of Coffield washing capacity, with any other type of washer is an eye-opener to the retailer who realizes that this question must often be met in actual field selling, and the way it is met by the washer he sells often means a sale made or a sale lost.

An Unbeatable Product

Coffield The

all these things?

An Unbeatable Profit

Real Advertising Cooperation

Real Selling Cooperation

WHY are Coffield retailers so successful? Why are they making real money on Coffield sales? Why are they sticking to the Coffield proposition year after year in the face of 57 varieties of competition?

The answers to these questions are the answers to any retailer's problems, so far as they concern making money on clothes washers. The handling of a clothes washer by any retailer is now far beyond the stage of being—simply an item of stock.

It has become a business proposition with many angles to consider. No washer proposition that does not offer what the Coffield proposition offers can be as sound for the retailer as the Coffield proposition. If you are not getting what Coffield retailers are getting, it will certainly pay you to look into these four things.

1—An Unbeatable Product

As a permanent business proposition, the washer you handle must be an unbeatable product. The Coffield washer is. By that, we mean unbeatable in actual competition on any basis in which it competes. Whether it is the question of appearance, the question of capacity, the question of wringer qualities, the question of strength, the question of washing qualities, the question of simplicity—whatever it is, the Coffield can hold its own and more, as Coffield retailers know, and the question of service costs on the Coffield product has an unbeatable record with retailers for twenty years.

2—An Unbeatable Profit

The Coffield consumer price and the Coffield retailer margin has been determined not simply from a manufacturing cost, but from actual records of retailers' cost in selling clothes washers. As a result, the Coffield margin is adequate to permit the retailer to take every step known to be necessary for washer sales, and still leave him a real profit.

3—Real Advertising Cooperation

Again basing the question of advertising cooperation on the known records of retailers' needs in promoting the sale of washers through advertising, the Coffield basis of advertising cooperation goes far beyond the question of booklets and leaflets and window displays and other such details. It provides in fact a direct money contribution to the dealers on local advertising of the Coffield washer, and in addition, it provides the dealers with proven successful local retail advertising campaigns prepared by actual successful retailers of washers.

4—Real Selling Cooperation

The Coffield Company takes the position that it should bring directly to any Coffield retailer every selling experience that its national contact with the most successful retailers has brought to light. It sends its own men to the retailers periodically to demonstrate by actual work these successful selling experiences, and thus contribute still further to the success and profit of that retailer.

Send for the Coffield 44-page retail sales manual now. (Recognized as the most complete guide to successful retailing of washers ever compiled.) It will give you a complete detailed idea of how thoroughly the whole Coffield proposition has been built from the retailer's standpoint. It will also tell you just what you can expect from a Coffield proposition. Write us today.

THE COFFIELD WASHER COMPANY - - - DAYTON, OHIO - U. S. A.

Care-free-washer

YALE'S NEWEST FEATURE

A CANDLE-LIGHT from any type of YALE Flashlight by just unscrewing the complete head assembly and standing on end as illustrated.

Your customers will immediately want one of these Two Purpose Utility Flashlights—of invaluable aid in sick room, nursery, camp, changing auto tires at night and for work in all dark places.

Increased profits to all dealers in handling the De Luxe line of YALE Flashlights embodying this new, unusual feature.

THE YALE SAFETY CONTACT SWITCH

ABSOLUTELY PREVENTS ACCIDENTAL SWITCHING ON OF LIGHT – PROVIDES A FLASH CONTACT FOR SIGNALING, ETC., – OR A PERMANENT CONTACT FOR A STEADY BEAM OF LIGHT.

YALE ELECTRIC CORPORATION
CHICAGO BROOKLYN, N.Y. SAN FRANCISCO

YALE MONO-CELLS
Fit All Tubular Flashlights
"They are chock full of dark-dispelling energy"

Knoxville will now be CLEANER

148 Sold First Month
160 Sold Second Month

You can't put 308 new Automatic Washers in a town the size of Knoxville, Tennessee, without making a big difference in the complexion of the clothes.

During 1924 the Knoxville Power & Light Co. put on two sales campaigns on Automatic Washers—each one lasting a month.

During the first month's campaign 148 Automatics were sold and during the second month's campaign the sales were 160 Automatics.

But Tennessee is not alone conspicuous in sales of Automatic Washers—we can tell you about similar records recently made in Texas, North Carolina, Pennsylvania, Minnesota, North Dakota, Nebraska, Colorado, Utah and other states.

If you sell washing machines, you might as well sell a machine that runs into real sales figures.

We Have a Plan That Helps Put It Over

It is a plan for merchandising washing machines that has been extraordinarily successful. By applying it, we can even predict, with reasonable accuracy, how many machines will be sold within a given period.

Unusual washing results mean unusual sales and practically no demands for "service" after Automatics are sold. Our largest distributors will endorse this.

You will place yourself under no obligation whatever by writing us.

Automatic Electric Washer Co.
116 W. Third St. **Newton, Iowa**

AutoMatic Washer

Automatic Electric Washer Co.,
116 West Third St., Newton, Iowa

Gentlemen: Please send us your catalog and prices on the Automatic Line.

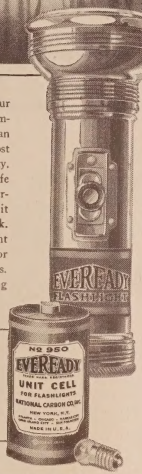
Name .....

Firm Name .....

Town ..... State .....

In that deep, dark closet—*use your flashlight!*

DON'T grope in dark closets. Use your flashlight! To rummage in dark or dim-lighted places, use your flashlight! You can plunge a lighted Eveready into the most inflammable materials with perfect safety. Bright light right where you want it. Safe light, wherever you need it. Keep an Eveready where you can get your hands on it instantly for those countless uses after dark. Improved models meet every need for light—indoors and out. There is a type for every purpose and purse. New features. New designs. New reasons for owning this safe, handy light.



The type illustrated is No. 2614, the Eveready 2-cell Broad-beam Flashlight. Handsome nickel finish. Butterfly-look switch, proof against accidental lighting. Octagonal, non-rolling lens-ring. Bold, complete with battery and bulb, everywhere.

Eveready Unit Cells fit and improve all makes of flashlights. They insure brighter light and longer battery life. Keep an extra set on hand. Specially designed Eveready-Mazda bulbs, the bright eyes of flashlights, likewise last longer. When replacing either battery or bulb, read on the side of your flashlight what numbers to buy.

Reload your flashlights and keep them on the job with fresh, strong Eveready Unit Cells. And if you haven't a flashlight, see the nearest Eveready dealer at once. Buy the improved Eveready Flashlights from electrical, hardware and marine supply dealers, sporting goods and general stores, garages and auto accessory shops.

Manufactured and guaranteed by
NATIONAL CARBON CO., INC.
New York San Francisco
Canadian National Carbon Co., Limited, Toronto, Ontario

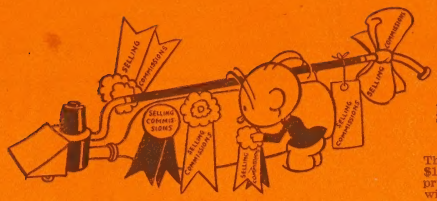
EVEREADY FLASHLIGHTS & BATTERIES
—they last longer

Eveready advertising delivers a selling punch

REPRODUCED herewith, greatly reduced, is a sample of the 1925 advertising, which appears in color pages in *The Saturday Evening Post* and other publications, and in liberal space in black-and-white in a tremendous list of general, fiction, farm, sporting, juvenile and women's magazines—also the great metropolitan newspapers all over the United States.

A reading audience of thirty millions is a conservative estimate of this advertising coverage. This forceful advertising with such wide distribution is bound to bring results greater than ever, to every dealer handling Eveready Flashlights and Batteries and Eveready-Mazda Flashlight Lamps. See that these products are prominently displayed in your windows and store. Use the new Eveready display material. Sent free on request.

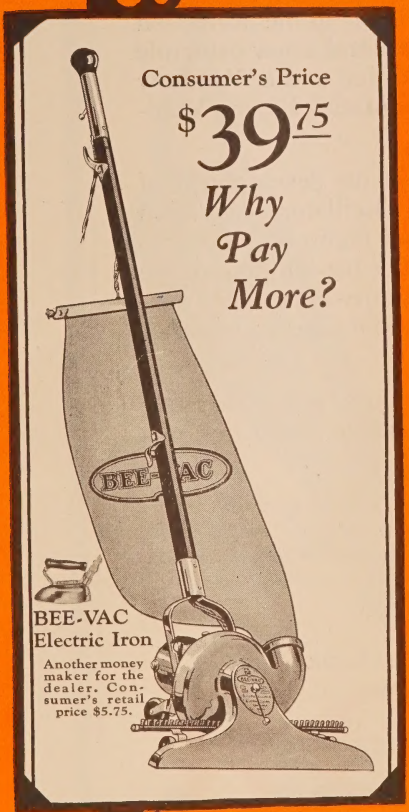
Manufactured and guaranteed by
NATIONAL CARBON COMPANY, INC., New York—San Francisco
Atlanta Chicago Dallas Kansas City
Canadian National Carbon Co., Limited, Toronto, Ontario



No wonder you can't sell it

The ornaments add $10 to $30 to the price of most cleaners without adding a thing to the quality or performance.

High Retail Prices are killing your cleaner business



What causes the high prices of electric cleaners? You no doubt know the answer. It is the costly, cumbersome selling system under which most cleaners are sold.

This extravagant system includes the big selling commissions and salaries paid to home and store demonstrators, campaign crew managers, retail supervisors, retail and resale district managers, resale department managers, district and retail sales managers, division managers, etc., etc., etc.

These selling commissions and salaries, combined, add $10 to $30 to the cost of each cleaner, without adding a single thing to quality or performance. They cause the high prices. And these high prices are killing the cleaner business for thousands of you dealers. * * * *

The Standard, 2-year guaranteed Bee-Vac changes all this. It is marketed in a simple, common sense, economical way. No needless selling commission or other expense is ever included in its low $39.75 price. It offers 100% cleaner value; has no superior, either in quality or performance, at *any* price.

Due to low price and remarkable value, the Bee-Vac sells easily, like other "over the counter" merchandise — without canvassing or extended payments. Offers dealers a worthwhile profit. Requires practically no service. Guaranteed two full years. Over 400,000 now in use.

Twelve thousand alert dealers and over three hundred leading jobbers already sell Bee-Vacs and can verify these statements. Write for our proposition.

BEE-VAC

STANDARD *Electric Cleaner*

BIRTMAN ELECTRIC COMPANY

Dept. A-27 Lake and Desplaines Streets Chicago

Worth Waiting For!

For nearly two years the engineering staff of the Woodrow Manufacturing Company has devoted its entire time and effort to the perfection of a new Woodrow Washer and a new principle of washing. The new addition to the Woodrow line is to be known as the Model Twenty Vertical-Oscillator.

The experimental stage in the development of the Woodrow Vertical-Oscillator has been passed. Two hundred and eighty-seven refinements have been made since the building of the first model—it has been subjected to every conceivable test and found as fool-proof as a washer can be.

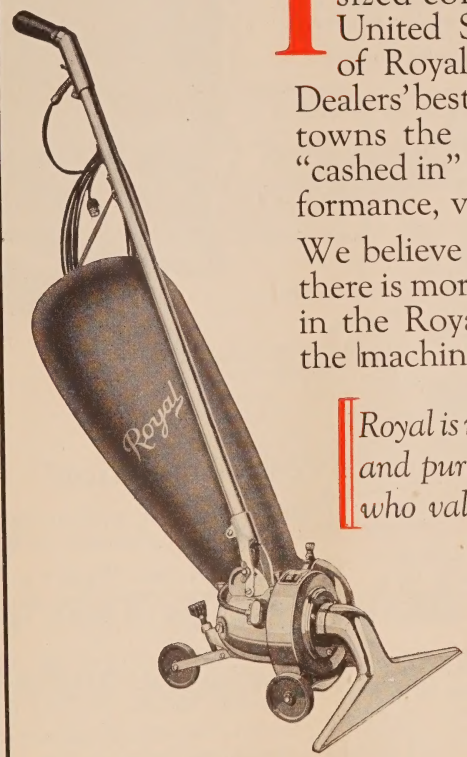
These tests were made carefully and deliberately before the problem of quantity production was discussed or considered.

When the Vertical-Oscillator Division completes its first day's production on March 16th, we can offer the new Woodrow Washer with the confidence that every machine is furthering the enviable reputation which Woodrow quality has established.

Woodrow Manufacturing Co.
Newton, Iowa

RUST
Woodrow Washer
PROOF

ROYAL-ized



IN MANY HUNDREDS of good-sized communities in the United States, the owners of Royal Cleaners are our Dealers' best salesmen. In these towns the Royal Dealer has "cashed in" on the quality, performance, value of the Royal.

We believe we can prove that there is more net profit for you in the Royal Cleaner than in the machine you now handle.

Royal is made, distributed and purchased by people who value performance.

The P. A. GEIER *Co.*
540 East 105th Street
Cleveland, Ohio

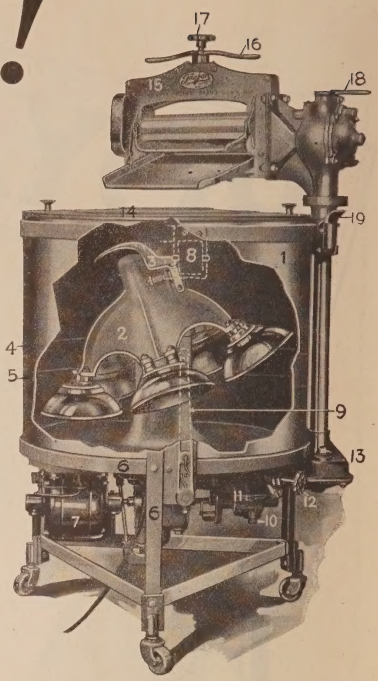
Manufactured in Canada by
CONTINENTAL ELECTRIC CO., Ltd.
Toronto, Ontario

ROYAL

ELECTRIC CLEANER

The New Trojan Vacuum Washers!

1. Heavy copper tub tinned inside and polished. 24 in. in diameter, 18 in. deep.
2. The efficient Trojan agitator carries five nickel-plated copper vacuum cups which gently press the suds out of the fabric and draw it thru the fabric 325 times per minute, and at the same time gently but steadily keep the clothes rotating in the tub. There is no adjusting to be done, washes one piece or full batch without requiring adjustment.
3. The automatic catch. No pins to insert, clamps to tighten, or buttons to turn. Locks automatically by a gentle push downward on agitator.
4. Normal water line for ordinary washing.
5. Water line for heavy pieces such as blankets.
6. Frame provided with three legs so that it adjusts itself to uneven floors. Substantial cast piece built into frame carries motor and drive mechanism.
7. An efficient Trojan motor developed especially for washing machine service.
8. Automatic safety switch. In case of overload it will shut off current and protect machine.
9. The convenient control handle for starting and stopping of agitator.
10. Worm drive. Ball thrust, no belts to slip.
11. Small and compact mechanism. Each moving part rotates constantly in one direction. No reversing movement to cause noise and destruction of parts.
12. The drain is of standard size conveniently located and threaded for hose connection.
13. Convenient opening for filling gear unit with semi-fluid grease. No greasy oil cups or can to handle.
14. Table top with convenient handles for lifting.
15. Aluminum wringer—12-in. power rolls.
16. Safety release—by a slight touch of the hand on this lever in either direction, all pressure on rolls is immediately released.
17. To increase or reduce the pressure on the rolls, simply turn this hand screw. This is the only adjustment necessary.
18. Lever for forward or reverse motion of wringer rolls.
19. Lever for adjusting position of wringer. There are four positions of the wringer. Instead of having to go around the machine to raise a lever to change positions, all that is necessary is to press lever down and swing wringer.
20. Gas Burner as extra equipment. (Not shown).



(*Patents Pending*)

"The Action That Gives Satisfaction"

Two of the many outstanding features on the New Trojan Vacuum Washer are:

1. The simple drive mechanism which consists of a system of cut spur gears rotating always in the same direction, thereby eliminating wear and pound on the machine. These gears require lubrication but once in three years.

2. The new water action which is making the Trojan Vacuum Washer famous. *"The action that gives satisfaction."* Five cups pressing and lifting the clothes 325 times per minute, move them around the tub at a constant speed. Yet there is *no* wear and tear.

No matter what washer you are now handling, your money-making interests lie in getting complete information on this phenomenal washer without delay. It will meet all your expectations—and more.

The Trojan Vacuum Washer is backed by a company which has made nothing but washin machines for years.

They know what assistance to offer to help make your washing-machine department a success. Besides offering you the New Trojan Vacuum Washer with its many outstanding features, they have a sound merchandising policy, with a liberal supply of advertising literature, window trims, newspaper cuts, etc.

Write us today and let us send you full information

A sound policy offered that will bring real returns

Hogan-Spencer-Whitley Company

ERIE, PENNSYLVANIA

HYDRO-LECTRIC DISHWASHER

The day of big dish-washer sales is here!!

The Hydro-lectric dishwasher fits on the drain board of any sink. It is electrically driven and independent of water pressure. No additional plumbing or wiring is required. 5 quarts of water does the work. Merely a teaspoonful of any soap can be used. Absolutely sanitary. Guaranteed.

Hydro-Electric Manufacturing Co.
Milwaukee, Wisc.

WHEN you demonstrate a Hydro-lectric dishwasher to Mrs. So and So, she buys it for two reasons—for what you tell her and for the many merits of the Hydro-lectric that she simply can't get away from.

—then, the inevitable happens, as soon as she uses it she sells herself completely, and from then on Mrs. So and So stays sold.

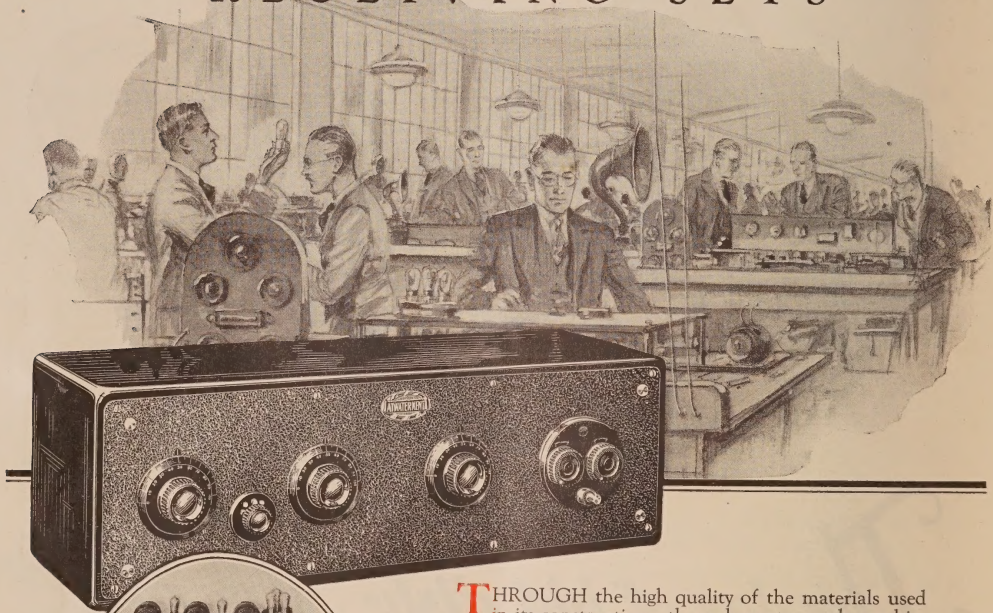
Whoever of her friends sees it, and those that she speaks to about it, get interested quickly. And, why shouldn't they? The Hydro-lectric meets every user's expectations—and it does more, it even surprises the user because of its great practicability, because it operates so nicely, because it has just those little conveniences that are appreciated at every dishwashing time.

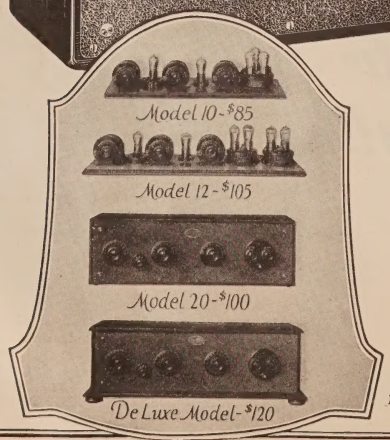
Mr. Dealer, the day of big dishwasher sales is here, the time to sell the Hydro-lectric, to get those profitable and pleasant sales is right now. It's past time to "merely consider selling it," because the other fellows are out getting the business now—the Hydro-lectric has fully demonstrated its great superiority.

Act quick and write!

ATWATER KENT

RECEIVING SETS





THROUGH the high quality of the materials used in its construction—through master workmanship, fair prices and a sound merchandising policy, ATWATER KENT Radio has won a place of permanent leadership.

ATWATER KENT Radio has fully justified the phrase, "Think what is back of it." Buyers the country over have thought—and have bought ATWATER KENT Radio!

But here is a new thought for the radio merchant—"Think what is ahead of it."

Vastly greater popularity of ATWATER KENT Radio is coming. This statement will carry conviction to every dealer who realizes the ATWATER KENT tradition of making good.

Send for descriptive literature and dealer price list

ATWATER KENT MANUFACTURING COMPANY
4721 Wissahickon Ave., Philadelphia, Pa.

Pacific Coast Prices slightly higher

THINK WHAT IS BACK OF IT

ATWATER KENT

LOUD SPEAKERS

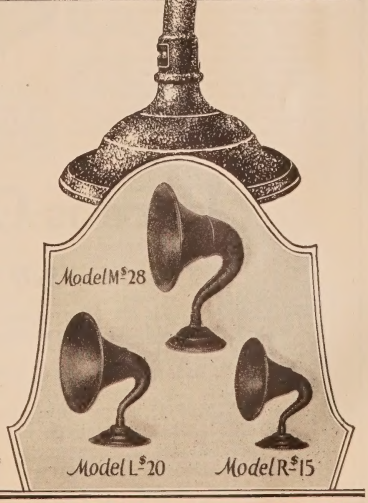
EVERY ATWATER KENT DEALER knows that the sale of an ATWATER KENT Loud Speaker is a business asset in the form of a satisfied customer.

He knows that its rich, mellow tone is the voice of a super-salesman; that its faithful reproduction of broadcasts, without a trace of mechanical distortion, carries the strongest possible sales appeal.

You, too, can sell ATWATER KENT Radio; receiving sets and loud speakers, and look forward to increased business, which is the inevitable result of handling a line in which your customers have the utmost confidence.

Send for descriptive literature and dealer price list

ATWATER KENT MANUFACTURING COMPANY
4721 Wissahickon Ave., Philadelphia, Pa.



Pacific Coast Prices slightly higher

BRING OUT THE BEST FROM ANY SET

Our "Cash and Carry Plan"

Write for EXCLUSIVE Proposition For Your Town TO-DAY

Turns your money twenty-four times a year. Eliminates time payments, collections, bookkeeping and last, but not least, *losses*.

Ford, Kresge, Woolworth, Penny, etc.

—kings among manufacturers and merchants, are so pricing their merchandise that, in the ever present competition with the other fellow's goods, their merchandise has the best chance to get the consumer's dollars. Again last but not least they

are selling on a Cash and Carry Plan

Excel ELECTRIC COOKER

Approved by

**Underwriters Laboratories,
Canadian Hydro Electric Power Co.,
American Gas & Electric Co.,
New York Edison Co.,
Brooklyn Edison Co.,
Newark Public Service Co.,
Central Maine Power Co.,
Nebraska Power Co.,
Central Texas Power Co.,
Gimbel Bros.,
Etc., etc., etc., etc., etc., etc.,
If you want more ask for 'em.**

Cooks a Whole Meal

Sells on Sight

Everybody interested in electrical merchandising knows there's long been a real need for an inexpensive electric cooker — one that will cook a whole meal just as quick and better than gas—the Excel.

Thousands of women interested in electric cooking who cannot afford the cost of an electric range will buy the Excel Cooker on sight. Little sales effort is required. You have an eager buying market and no price resistance. Write today, and get lined up for the biggest appliance business you have ever enjoyed.

It's Made Right

The outside casing is steel finished in gray enamel with a good lustre. The 18 Ga. oven and vessels are pure aluminum polished and sunrayed. Rock Wool insulated. Size 13½ x 10¾ in. D. Guaranteed for one year. Fully equipped with vessels, etc.

Here is Overwhelming Proof

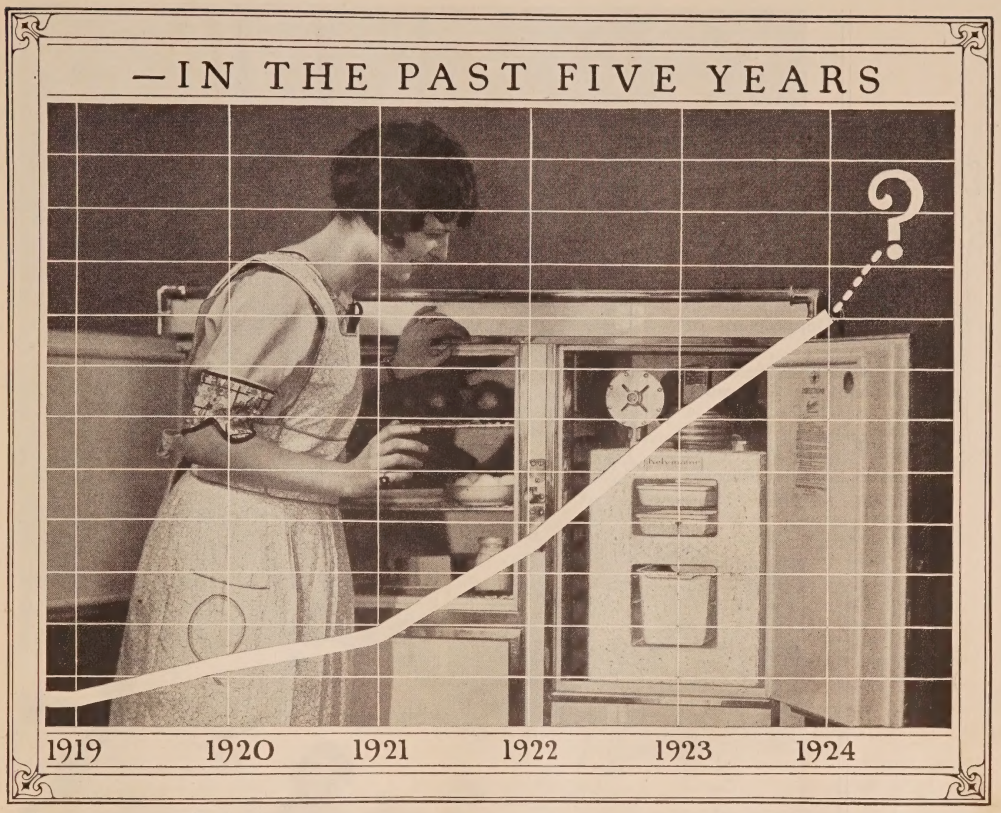
That They Sell

Gary, Ind., sold 90 in one afternoon.
Ft. Wayne, Ind. sold 258 in three hours, and about 1700 more in three months.
Indianapolis, Ind. sold more than 350 in two "one hour" sales.
Payne, Ohio, sold 25 in one afternoon.
Gimbel Bros., Phila., hundreds in one week
And we can tell you of still more.

That They Stay Sold

Out of the thousands of cookers these companies have sold there have been but five cookers returned to them, according to their letters. It is a fact that less than one cooker per day is returned to us for repairs and 50% of these are returned because of damages beyond our control. Let us tell you of the successful plans that were used by these men who had the courage of their convictions.

THE EXCEL ELECTRIC COMPANY, Muncie, Ind., U.S.A.



Where will it end?

The most amazing sales curve in electrical appliance history

The remarkable thing about the electric refrigeration sales curve is not the rapidity of its rise.

It is its steady, irresistible progress through good times and bad. Each year shows an ever increasing gain. This is significant. It proves that electric refrigeration is a solid, substantial industry that is firmly rooted and rapidly growing.

Dealers—it is not idle talk when we say that electric refrigeration promises within a few years to eclipse in volume of sales every other home appliance. The dealer who establishes himself now as the representative of a responsible manufacturer is the one who will firmly hold what will be the most valuable of all household appliance franchises.

Kelvinator electric refrigeration is the oldest in the field and is on a firm financial basis. Dealer inquiries are invited.

The KELVINET Kelvinator and refrigerator in one compact unit priced at $250.00 F. O. B. Detroit.

KELVINATOR CORPORATION, 2072 WEST FORT STREET, DETROIT, MICHIGAN
Kelvinator of Canada, Ltd., 30 Temperance Street, Toronto (117)

Kelvinator is made to fit any refrigerator and Kelvinator Ice Cream Cabinets in sizes for any retail business.

Kelvinator

The Oldest Domestic Electric Refrigeration

The Snow

To the children, the Snow is a friend.

To an old man, the Snow is an enemy, and so it is to a City's Department of Public Works.

To a wheat-sown field, it is a sheltering blanket against the snarling teeth of a winter day. To the wheat field, the Snow is a friend.

And so, Snow is a Friendly Enemy.

◇ ◇ ◇ Hoskins

THE WIRE THAT MADE

Rosey Cheeks

The same fresh air and oxygen that gives the kiddies their rosey cheeks, also makes the little sled runners *rusty*—and the little shovel, too. And so we might call oxygen a sort of Friendly Enemy, as also is the Snow.

Oxygen,—a friend to the children and all the rest of us—is the relentless enemy of heating elements. It tries to eat them away—to oxidize them. And if Chromel had not been discovered, electric heating devices would likely be giving a lot of trouble—as indeed they did before Chromel became available.

Chromel made heating devices as dependable as they are today, because it proved successfully to withstand the action of the oxygen. And that is why the standard heating devices today are so satisfactory—their Chromel heating elements are durable.

Chromel withstands Oxygen because, luckily, it oxidizes very slowly in the first place, and the little rust that does form is in the form of a very thin, tight skin—so tight that the air can scarcely get through it. In this way, it acts as a protective coating, somewhat as does the paint on the kiddies' sled runners. It keeps the oxygen out.

These facts are more broadly told in an interesting, readable way in our little book called "The Friendly Enemy." Sales-people have found it helpful, they tell us. It helps them to talk interestingly to the prospective buyer, in explaining why devices, that have Chromel heating elements, are durable.

It will be a pleasure to send you whatever number of copies you'd like to have, to distribute among your sales force. We suggest that you ask for them.

Hoskins Manufacturing Company, Detroit, Mich
4433 Lawton Avenue

New York *Grand Central Terminal* · Chicago *Otis Building* · Cleveland *Leader News Building*
Boston *Park Square Building* · San Francisco *1151 Market Street*

CANADIAN REPRESENTATIVES
Hiram Walker & Sons Metal Products, Limited, . . Walkerville, Ontario

Chromel ◇ ◇ ◇

ELECTRIC HEAT POSSIBLE

The Eden

Gaining Goodwill With the Eden!

When you sell the Eden, you sell that built-in quality and stamina that stands up under years of wear!

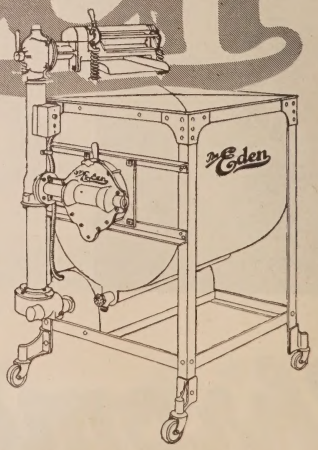
When you sell the Eden you gain the permanent goodwill of your customer!

When you sell the Eden you align yourself with the biggest jobbers and dealers in the country!

Why not make some of the easy sales and NET profits that come from letting your customers sell the Eden for you?

There is not a more enthusiastic Eden booster than the Eden user!

The Eden

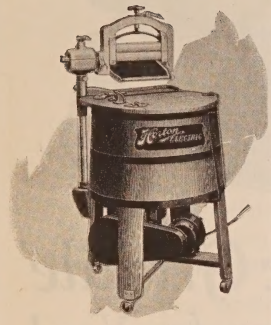


Other Eden dealers are making money! We'll tell you how! Write us for complete proposition!

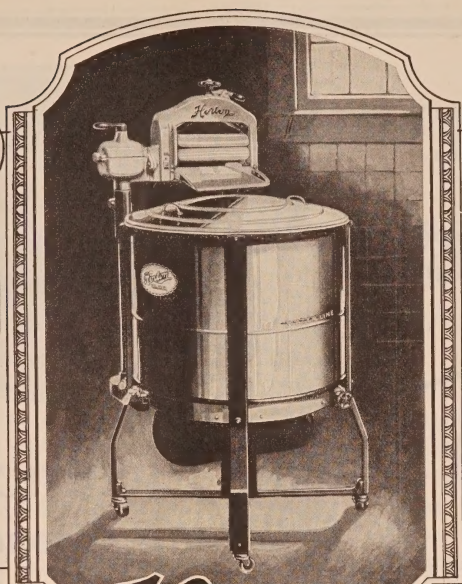
EDEN WASHER CORPORATION
Main Office: 80 Maiden Lane, New York
Factory: Springfield, Ohio

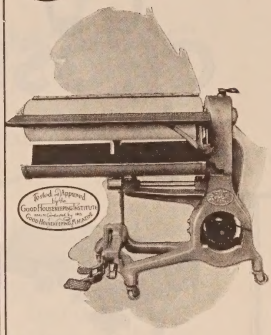
Pacific Coast Representative:
L. M. Mintzer, 200 Davis St., San Francisco, Calif.

In Canada: John F. Chilcott,
Montreal, Que.; Toronto, Ont.; Winnipeg, Man.; Vancouver, B. C.



HORTON No. 33—the acme of perfection in "dolly type electric washers. Retail price $85.00.

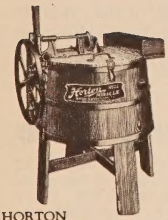




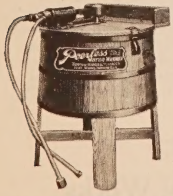
HORTON HOME IRONER 30 inch roll. Irons everything perfectly. Retail price $140 (gas heated); $175 (electrically heated).

Horton

— meets the requirements of the nation's leading jobbers



HORTON MIRACLE WASHER No. 22—the highest grade hand operated washer. Retail price $18.



HORTON "PEERLESS" WASHER No. 30—Water Power. Requires only 25 lb. pressure. Retail price $22.50.

YOU, Mr. Dealer, can profit by the discrimination and experience of the country's leading Jobbers. They have selected the Horton in preference to other makes of Washers and Ironers.

Jobbers are very exacting in their demand for quality, efficiency and the reputation of the manufacturer back of the product.

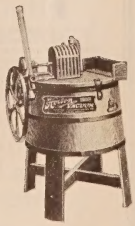
Horton jobbers have found that the Horton line measures up to all these requirements and more. This is why they have adopted Horton as their leading line of Washers and Ironers.

Whether it be a Horton wood tub washer, whether it be a copper tub model, rest assured it is the finest of which the heart and hand of man are capable of building.

The Horton line is complete. Three different models of dolly type washers to offer city or farm prospects. Three models of electrically driven washers in dolly or suction cup types. Two models of ironers each with a full open end which irons everything.

In every section of the United States—in every jobbing center, strategically located to give immediate service—is located a leading Jobber who distributes the complete line of HORTON Washers and Ironers.

If you do not know the one nearest you write us. We will gladly advise you together with full details regarding the Horton line.



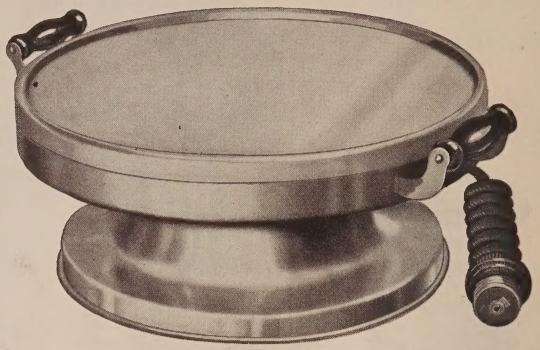
HORTON WASHER No. 35—Single Cup Vacuum type, hand power. Retail price $20.

HORTON IRONER—42 inch roll $145; 46 inch roll $155; (gas heated).

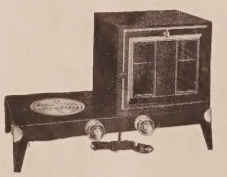
HORTON MANUFACTURING COMPANY
1030 Fry Street Fort Wayne, Ind.

FOR EVERY PURSE AND PURPOSE THERE IS A HORTON WASHER AND IRONER

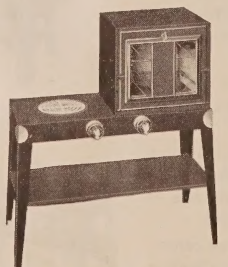
WHITE CROSS



White Cross Electric Stoves come in 1, 2, or 3 burner sizes. No. 99, 1 burner, costs you $2.50, retails for $3.75. No. 100 costs you $3.90, retails for $6.00. No. 101, 3 burner, costs you $5.20, retails for $8.00. Write for free illustrated folder describing all details of White Cross Electric Ranges.



Here is a popular model No. 102, 2 burner range with oven. Three heat control on all White Cross Ranges, two way connecting plug, standard length asbestos lined heater cord. Constructed of rugged sheet metal, triple baked enamel finish with highly polished nickel trimmings. Costs $9.10, sells for $14.00. No. 103, 3 Burner Range, costs $11.40, sells for $17.50.



Full-sized Electric Range, with either two or three burners, oven and shelf. Has all wanted refinements such as three heat switch, giving slow, medium or hot, as desired, long insulated cord and plug. Two burner size, Model 104, costs you $13.00, sells for $20.00. Model 105, 3 burner, costs $16.25, retails $25.00. All these ranges may be purchased on 30 day approval basis.

This Electric Griddle

Will Make Money for You!

No other single electric appliance has the sales appeal enjoyed by this White Cross Electric Griddle. Housewives buy it the minute they see it. The obvious advantages are apparent upon demonstration, and the price is well within the reach of everyone. This charming pancake griddle is 10″ in diameter, exclusive of the handles. It is graceful in design, constructed of pure, seamless, rivetless thick-walled aluminum that will last a life-time.

Sells Like Hot Cakes

Everybody wants a pancake griddle. It is one of the greatest step-savers in the appliance field. The White Cross Electric Griddle heats quickly and requires no greasing. Burns no more current than an ordinary iron or toaster. Your customers will buy on first demonstration.

You Make $2.25 on Every Sale

Yes, there is a good margin of profit for you in this item. It retails for only $6.50, and you make a profit of $2.25 on every sale. You will be surprised at the quick turnover of this number. Pancake griddles are a year round seller, too. Order them on our special 30 day approval plan, introduce them in your store right away.

Order on 30 Days' Approval

We will ship you 1, 3, or 6, or more White Cross Electric Griddles on 30 days' approval. Show them to your customers. If you are not convinced that you can make more money with them than anything else on the appliance market, return them to us within thirty days and you are out nothing. You can't lose anything by our plan. We give you plenty of time to sell them before you pay us. Send us an approval order today. START NOW TO MAKE MONEY THE "NATIONAL" WAY.

[*Bulletin No. 36 giving complete line of White Cross Electrical Appliances is now ready for free distribution*]

National Stamping & Electrical Works

3212 West Lake Street, Chicago, Illinois

A Tremendous Swing Toward Wringerless

TODAY everybody knows that the wringerless idea has come to stay. There is a tremendous swing toward wringerless washers. Our sales reflect this demand.

The basic idea back of the wringerless Laun-Dry-Ette is to make the machine do *more* and have the operator do *less.*

Seems like a rather sound, sensible idea to have expressed in a washing machine, doesn't it?

That's why the Laun-Dry-Ette does the rinsing and bluing as well as the washing.

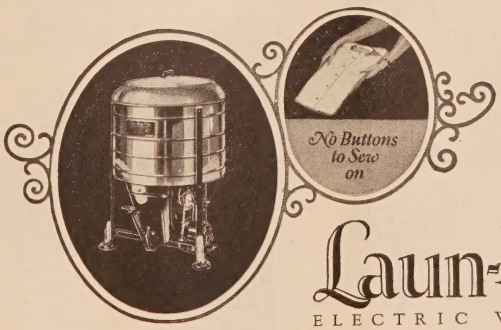
That's why it whirls a whole tubful wringer-dry in *one* minute without a wringer.

Why it takes only three minutes to rinse a tubful thoroughly.

That's why the Laun-Dry-Ette neither breaks off buttons nor jams fasteners or hooks. Why it omits hard-to-iron creases in the clothes. Why it is so supremely safe.

As people find out these advantages they are bound to *prefer* the wringerless. And millions read our advertisements *each month.*

Our handsome new booklet, "Doing More Yet Working Less" is intended primarily for prospective user inquiries, but we will gladly send you a copy. This swiftly moving synopsis of washing machine history with complete facts about the Laun-Dry-Ette will interest you.



See our advertisements in March Good Housekeeping and Ladies Home Journal.

Laun-Dry-Ette
ELECTRIC WASHING MACHINE

THE LAUNDRYETTE MANUFACTURING COMPANY
1178 East 152nd Street, Cleveland, Ohio

3500 Dealers use Rinso
21 makers of famous washing

RESULTS have shown them that Rinso helps make washing machine sales—because it gives a cleaner, whiter, quicker wash! And once a machine is sold Rinso helps to *keep it sold* by insuring the same good results to the customer.

Rinso will dissolve completely, make a penetrating, lasting suds and will turn out a wash that the most exacting housewife would be proud of—every time. It will not "gum-up" or corrode the inside of the machine—even after years of use.

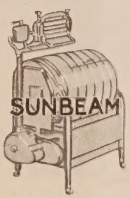
Send for a copy of "Standard Demonstrations" which we have worked out in co-operation with hundreds of dealers. It will help you make better demonstrations with more satisfactory results.

When your salesmen use Rinso in all their demonstrations, your washing machines operate under the most favorable conditions possible. More sales will be the result.

* * *

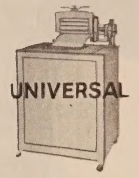
To get the best results in washing clothes by machine—use Rinso.

This is the unanimous testimony of 21 manufacturers of famous washing machines who recommend Rinso for their machines.



for all demonstrations

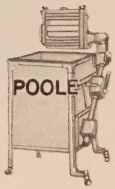
machines endorse it

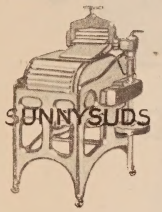


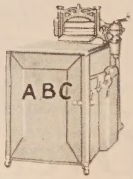
Here is what some of them say:—

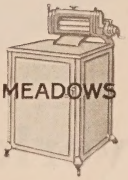
"With Rinso, clothes come out white and sweet-smelling."
"Rinso does not corrode or injure the machine in any way."
"The cleaning action of Rinso reaches every garment."
"Rinso suds make the water soapy all through."
"Rinso gives a fine, clean, white wash."

Lever Brothers Co., Cambridge, Mass.









Demonstration Hints

Rinsing—an oft neglected yet most important factor

Few salesmen realize the importance of thoroughly rinsing the clothes after washing.

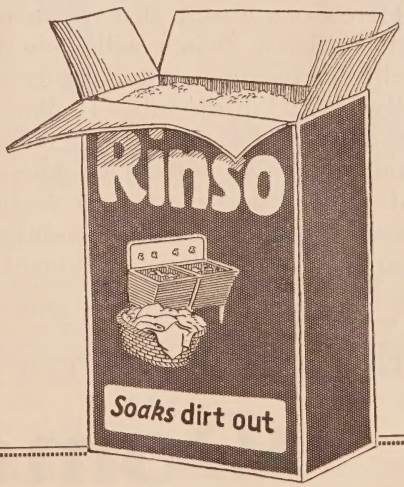
The success of a demonstration largely depends on getting a good clean wash, and thorough rinsing is essential if this result is to be obtained.

Carelessness in rinsing may easily spoil what would otherwise have been a perfect demonstration.

For it is the rinsing that carries the dirt away. Your machine may have done a perfect job in getting the dirt out of the clothes but if it is not carried off by thorough rinsing it remains to make your wash look grey and dingy.

This also shows the importance of using a soap that dissolves thoroughly and *rinses easily.*

With Rinso there are no bits of soap left clinging to the clothes to turn yellow after ironing.



LEVER BROTHERS COMPANY,
Cambridge, Mass.
Please send me a copy of your leaflet: "The Perfect Demonstration Wash"

Name .....

Address .....

City ..... State .....

Overload Protection That *Carries* Overloads

Here's one feature that means much. The Domestic Automatic Safety Switch will *carry* the overloads that develop when clothes become momentarily "bunched" in the wringer, or "wadded" in the tub. It allows a margin of several seconds for the overload to correct itself before it breaks the circuit. This means that while the Domestic gives absolute protection against damage, it does *not* stop the washer unnecessarily every time there is a temporary overload condition. This protection without annoyance does away with many service calls.

Available for all washers at a practical price. Correspondence invited.

THE DOMESTIC ELECTRIC COMPANY, CLEVELAND, OHIO
(50)

Domestic
FULL AUTOMATIC
Safety Switch

A Proven Merchandising Plan

Back of a Washer Unequalled in Sales Appeal

These Features are Exclusive with ONE MINUTE

Washes by Water Action Alone—Thermo Construction—Enclosed Gears—Timken Bearings—Wringer with Balloon Rolls—Sediment zone catches all Dirt—Center drain—No tipping of tub. Velvet Disc Drive, Occupies a space only 2 ft. square. Largest capacity of any Family Washer—Flat Top—Clean compact design.

THE progressive washer dealer who is interested in dominating washer sales in his locality during 1925 will find it worth while to write us today. A Washer, far advanced in design, action, beauty and simplicity, backed by an aggressive merchandising plan is the unbeatable combination now ready for One Minute Dealers. Write for the Facts—we are ready to send them promptly.—Address Dept.—B-3.

ONE MINUTE MFG. COMPANY, *Newton, Iowa*

ONE MINUTE WASHER

The one cleaner "for every housecleaning task"

sweeps

The gentle-sweeping motor-driven brush aided by strong suction thoroughly cleans all rugs.

Vacs

Freshen soft cushiony things, furnishings and hard-to-reach places with the Sweeper-Vac attachments.

mops

The Vac-Mop captures the elusive "dust-kitten." Cleans itself as it suction-cleans hardwood floors.

~and it sells! Sells big and in volume. An explanation of our Sales Plan and Sales Help should interest you. Write us to-day.

M. S. WRIGHT COMPANY - - - WORCESTER, MASS.

SWEEPER-VAC

Electrical Appliances

Delivering the Goods

would be a good name for this picture — except that some might think it meant only delivering a heater from store to customer.

Our idea of "Delivering the goods" in electric heating and cooking appliances is long time satisfaction from the appliance when used.

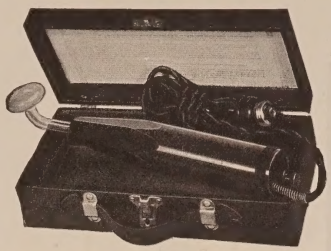
That kind of delivery begins with the placing of the orders:—"*Heating elements of* 'Nichrome', the wire made by the DRIVER-HARRIS CO.," Harrison, N. J., and Manchester, England. U. S. Branch Offices, Chicago and Detroit.

TRADE MARK REG. U. S. PAT. OFF.

Nichrome

The **DRIVER-HARRIS WIRE**

Laboratory Model Violet Ray $12.50 Retail



The Bleadon-Dun Company, originators of one-piece Violet Ray Machines, announce their B. D. Laboratory Model. Retailing at $12.50 it will quickly dominate the field.

The only quick selling Violet Ray Machine. Get our liberal prices on this machine as well as our complete line retailing from $8.50 to $55.00.

We manufacture the most complete line of Violet Ray machines on the market.

Electric Soldering Iron

Besides the advantages of the Spring Handle the thin construction of the new B. D. Electric Soldering Iron makes it particularly adaptable for work in narrow spaces and is therefore, the only soldering iron suitable for radio and telephone switchboard work. Made entirely of copper from accurate dies.

The heating element is contained in a unit of one-piece construction, eliminating loose tips. Nichrome wire is used in the element. It is wound on, and insulated with high-grade mica. Two-piece plug used. Auxiliary tip may be clamped on any part of the heating element to secure any angle or penetrate any small space for soldering. Heating element guaranteed for one year.

PRICE, $2.00 RETAIL

The House of Selling Leaders

BLEADON-DUN COMPANY

213 So. Peoria Street, Chicago

A Shelton at $15.00!

No. 29—Shelton Violet Ray, $15.00

Big Sales Made It Possible

Sales in such volume as to enable us to revolutionize and then *standardize* production methods, made it possible for us to bring out this Violet Ray of genuine Shelton quality at such a price.

And more—it is backed by the same profitable proposition as the more elaborate Shelton outfits!

Unquestionably, Shelton offers the biggest opportunity for dealers. Write and let us tell you how!

Shelton Electric Company

16 E. 42d St., New York City

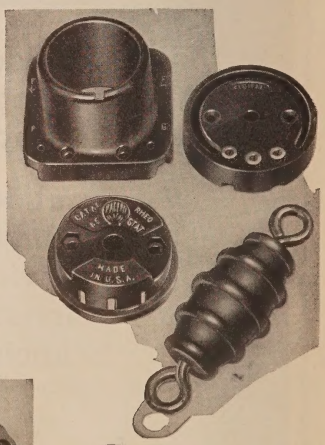
30 E. Randolph St., Chicago

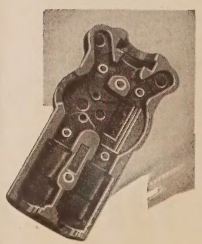
GARFIELD *Insulation*

"GUMMON" is the standard and original Cold Molded Insulation, made by the oldest and largest producer. Continuously improved to meet increasingly exacting requirements.

Get our booklet. It will pay you to know Garfield Insulation — Strong — Serviceable — Economical — Heatproof.

GARFIELD MANUFACTURING CO.
GARFIELD, N. J.





GUMMON

HEAT PROOF
EGT
INSULATION

The World's Greatest Vibrator & Hair-dryer Values!

$13.75

No. 1 Arnold Vibrator, complete in individual satin-lined leatherette carrying case, with cord, oiler and six different applicators.

No. 70 Arnold Hairdryer, in individual satin-lined leatherette carrying case.

THAT'S a large statement, but there's fact to back it up! Compare these world-leading, pioneer Hairdryers and Vibrators with any others, *at any price*—you'll find Arnold leads on every vital count!

Selling Arnolds means selling *one* model of each—not half a dozen. It means a small stock, a fast-turning stock, a profitable stock. It meant the same for us—and that's how we got the price down. *Volume!* One model! Quantity purchases of material!

No other Hairdryer comes complete with oiler in individual satin-lined leatherette carrying case. No other Vibrator matches Arnold with its husky motor, its varied handy speeds, its six different applicators, its individual satin-lined leatherette carrying case!

Order direct—or if you prefer, let us send you samples. There'll be no charge in case you should want to return them.

ARNOLD ELECTRIC COMPANY
Racine, Wis.

Genuine Arnolds

6 Points that Sell Alaska's new Household Electric

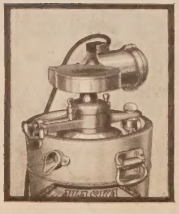
A small size two-, three- and four-quart electric freezer, especially designed for homes, tea rooms and small clubs.

THIS new electric freezer, especially designed for small homes, is meeting with great enthusiasm among up-to-date housewives. There are six major reasons:

1. It is as easy to turn on as an electric lamp.
2. It is perfectly safe; a child can use it. Everything is enclosed; there are no exposed gears.
3. It is light of weight, easily carried; a child can lift it. You can use it anywhere within reach of a lamp socket.
4. The motor is of the 110 volt universal type, adapted to both direct and alternating currents.
5. It has the famous Alaska patented open-spoon dasher that whips the cream as it turns, making it deliciously light and smooth.
6. The tub is beautifully gray-enameled to keep cold out and preserve the wood. The hardware is heavily plated, giving it the appearance of nickel plate.

If you don't carry these modern electrics—and every up-to-date dealer should—drop us a card for terms. All three sizes retail at $75 each.

THE ALASKA FREEZER CO., INC.,
Dept. D2, Winchendon, Mass.



All gears are covered; no fingerspinched, no clothes ruined by grease.

The Alaska open-spoon dasher whips the cream to delicious smoothness.

GF Allsteel

The Complete Line of Office Equipment

Allsteel Shelving

LIGHT, strong, fire-resistant—quickly erected or re-erected without special tools—and giving 10 to 30% greater storage space.

To fit growing needs, additional units may be added later—or the entire installation moved and re-erected elsewhere.

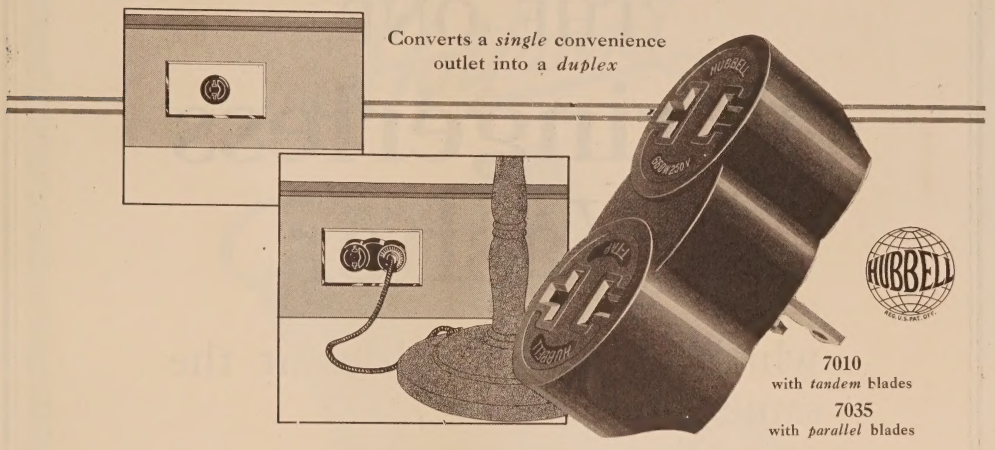
Allsteel Shelving has innumerable uses in office, store and factory, with low initial expense and no upkeep. The *Allsteel* mark on shelving is your guarantee of permanent satisfaction.

Write for a copy of "Saving with Shelving"

THE GENERAL FIREPROOFING CO.
Youngstown, Ohio

Dealers Everywhere · Canadian Plant: Toronto, Ontario

A new HUBBELL Te-Tap!



A smaller, neater multiple plug

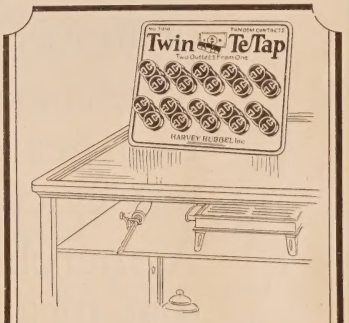
A multiple plug that pleases—because it's small, neat in design, and fits snugly against the outlet plate.

Converts a single outlet into a duplex.

Converts a No. 1708 screw plug receptacle into a duplex convenience outlet by first screwing a standard attachment plug base into wall outlet and then inserting No. 7035 Te-Tap with parallel blades.

Made of composition, in both tandem (No. 7010) and parallel (No. 7035) bladed types.

Ask your jobber to show you this new multiple plug. Take advantage of this opportunity for additional sales.



This counter display card sells them!

Hubbell Twin Te-Taps come to you ten on a card—all ready to display on your counter.

This card shows at a glance the utility of this new device and how neat and compact it is.

HARVEY HUBBELL INC
ELECTRICAL WIRING DEVICES
BRIDGEPORT CONN. U.S.A.
New York, N. Y. Chicago, Ill.

2549-U

Remember it's the Te Slots, that make outlets "Convenient"

THE ONE
Wringerless Washer

which washes and dries at the same time.

Guaranteed not to vibrate, rock or move.

Mechanism composed of only two gears insures you against service calls.

A merchandising arrangement that means real profits for you.

For details write

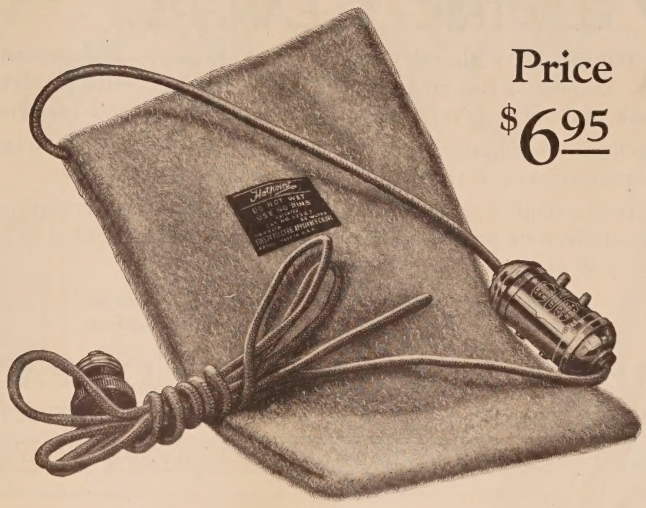
TOM CASEY

549 Washington Blvd., Chicago, Ill.

Farrell Products Company

Factory: Dowagiac, Michigan

Hotpoint



Price
$6.95

A New Popular Size

The Famous 6-Pound Hotpoint Iron with Improvements
Large red Thumb Rest, hinged plug, attached Heel stand. Now only
$6.00

Hotpoint 6-Pound Model R
A new Hotpoint with Thumb Rest, Heel stand, etc. A remarkable value.
$5.00

The new 133 Q 7 heating pad which has been added to the line is just a trifle larger than the old-fashioned hot water bottle, 7½ in. x 14 in. Equipped with thermostats, three-heat switch, 8½ ft. cord and separable plug.

The size and price will make this new pad a volume seller. Standard package 3; 110 and 220 volts.

EDISON ELECTRIC APPLIANCE CO., Inc.
5608 West Taylor Street : Chicago, Illinois
BOSTON · NEW YORK · CLEVELAND · ATLANTA · CHICAGO · ST. LOUIS
SALT LAKE CITY · ONTARIO, CALIF.
Factories at Chicago, Illinois, and Ontario, California
Canadian General Electric Company, Ltd., *Head Office:* Toronto

The Torrington Line of ELECTRIC CLEANERS

The Torrington Straight Suction Model D

A TORRINGTON Electric Cleaner, whether the new and successful straight suction model, or the famous Model C, with revolving brush and suction, represents the best in design and materials.

The name Torrington on an electric cleaner helps make the sale; the performance of the cleaner in the home keeps it sold.

There is a double profit for the dealer who sells the Torrington—the satisfactory profit in money and the profit represented in the good will of the satisfied buyer.

The Torrington Electric Cleaner Model C With revolving brush and suction

Write us for our New Dealer Plan. It will be just as interesting to you as it is to other progressive dealers.

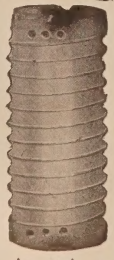
THE TORRINGTON COMPANY

CLEANER DIVISION TORRINGTON, CONNECTICUT

REG. U.S. PAT. OFF.

Porcelava

The name of a product best suited for Electric Heating Appliances.



As used on Edison Heater

We make clay specialties, plain and threaded tubes, Refractory Porcelain for Electric Heating Appliances.

" PORCELAVA " makes the best Pyrometer Insulation.

As used on Westinghouse Heater

BURGESS & COMPANY

EAST LIVERPOOL, OHIO

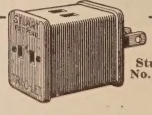
Factory at Wellsville, Ohio

Dealers—Plug in on Real Sales With Stuart Plug Clusters

Display a carton of 2 light and 3 light Stuart Vulcanized Fibre Plug Clusters and get quick turn-over. They sell fast because they appeal. Practical, indestructible, lightest on the market.

No. 8-11—2 light....List price, 50c
No. 9-11—3 light..list price, 62½c

STUART No 911



Stuart No. 4-11

TRIOLET

Here's a new, compact plug having 3 taps. Once seen always preferred.

No. 4-11—List price, 50 cents

STUART No 811

Dealers discount 50%. Special discount in large quantities. Send for samples.

Chicago, New York, St. Louis, San Francisco

Peerless Light Company

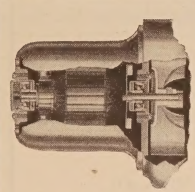
General Offices and Factory

663-671 W. Washington Blvd., Chicago, Ill.

Multiply your Profits without risk with this Self-Servicing Cleaner

BALL BEARING Cadillac

Master of Cleaners!



FEATURES Of the New Ball Bearing CADILLAC

14½ in. Streamline nozzle specially designed to get under low furniture and to concentrate suction for maximum efficiency on the carpet.

Rear roller adjustment for adjusting nozzle for perfect work on any rug nap thickness.

Soft hair detachable brush which removes lint, threads, etc., without slightest danger of injury to nap.

Pistol grip handle with convenient push button switch which eliminates all stooping and bending.

62% of your customers are without electric vacuum cleaners. They have not bought because they demand something more in cleaning power, in service, in dependability than the ordinary cleaner offers.

Now, a new development has made it possible for you to really appeal to this 62%. This new development is the *bigger* ¼ H. P. *Ball Bearing* equipped *motor* of the CADILLAC Cleaner which *requires* ***no oiling****—eliminates all repair risks—adds 25% to the cleaning power—and makes the CADILLAC last a lifetime!*

Even the most hard-to-please cannot ask *more* than a *lifetime* of perfect service.

Here, Electrical Merchandiser, is a cleaner with an assured profit and

NO SERVICING—
NO COME BACKS—
SATISFIED CUSTOMERS

15 years of manufacturing experience is behind this cleaner

The BALL BEARING CADILLAC costs no more than ordinary plain bearing cleaners—you do not have to be satisfied with less!

No woman Likes to Handle an Oil Can

Write, wire or phone for further information about our cleaner and sales plan.

CLEMENTS MFG. CO.

615 Fulton Street
Chicago

Long Distance Telephone Monroe 6606

Canadian Factory:
71 Duchess Street, Toronto, Ont.

Export Department:
149 Broadway, New York City

New York City Distributor:
H. W. Walter
75 Fifth Avenue, New York City

Pacific Coast Distributors:
F. E. Spencer, 929 W. 8th St.
Los Angeles, Calif.
The Heyman-Weil Co.
San Francisco, Cal.
Ray Bentley
219 Worcester Bldg.
Portland, Ore.

Make Big Money Selling Oakes Electric Hen

A BIG new market is opened up for you by the modern trend toward hatching chicks by electricity. You can sell the Oakes Electric Hen to many people never before considered prospects. It is easy and economical to operate, perfectly safe, small and compact. Made in 50 and 100 egg sizes; 32 or 110 volts, D.C. or alternating. Absolutely automatic heat control. Window in top—just push button and you can see thermometer and eggs without raising lid.

The Oakes Electric Hen positively hatches every good egg. Can also be used to raise chicks after they're hatched—combined hatcher, hover and egg tester. YOU enjoy a good profit on every sale.

Write today for catalog and discounts on Oakes Electric Hen and complete line of high quality, fast selling Poultry supplies.

THE OAKES MANUFACTURING CO.
365 Dearborn St., TIPTON, INDIANA

Magnetize Your Store Front

Put new life and vitality into your store front. Make it attract and draw more trade.

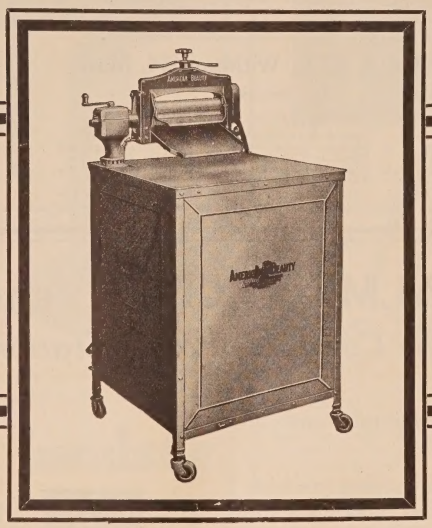
Flexlume's bold, snow-white raised glass letters by day and brilliant, solid letters of light by night compel attention and favorably impress those who read its message. And, unlike the ordinary electric sign, this one works both day and night for you.

Learn what the Flexlume Electric Sign is doing for other electrical dealers. Write now for photo-prints and information as to how it can profitably serve you.

FLEXLUME CORPORATION
1090 Military Road, Buffalo, N. Y.
Phone: "Flexlume"—All Principal Cities
Factories also at Detroit, Los Angeles and Toronto, Ont.

AMERICAN BEAUTY

Oscillating $135 Electric WASHER



The American Beauty has new and exclusive talking Points that help you sell:

1. Beautiful full cabinet with embossed panels.
2. Six-sheet, one-piece bottom heavy copper tub.
3. No bolts nor rivets thru tub.
4. "Clutchless" shift starts and stops the washer without jolt or jar.
5. Shift puts load on motor and washer gradually.
6. "Safety Control" breaks power in case of overload.
7. Sixteen-position, one-hand swinging wringer.
8. Machine cut gears, accurately fitted.
9. Case hardened wringer gears and clutch.
10. High grade motor—50% oversize.

Write for details and information without obligation

Getz Power Washer Co., Morton, Ill.

3 Hot Points to Consider—

Set complete, $2.50 list. In display carton with stand, solder and paste. Mail a sample order. Also one point Irons at $1.75. Immediate delivery.

1. An unbreakable heating element guaranteed for one year.
2. Three interchangeable copper points.
3. Never-slip handle construction.

Chapman Manufacturing Co., Terryville, Conn.

IDEAL FOR HEATING APPLIANCES
Y-26 HIGH HEAT MICA PLATE

Y-26 High Heat Mica Plate gives service equal to that of natural sheet mica as insulation for heating units; shows a big saving in cost over the latter where 9-in. square or more, and strips over 6 in. in length are used.

Can be cut or punched to any form, or supplied in sheets 24 in. by 42 in., ten mils thick and over.

Its heat resistance is at least equal to that of natural mica. Contains no sodium silicate; absorbs no moisture. Possesses unusual rigidity and strength even under high temperatures. Is of natural mica color, almost transparent, and does not deteriorate when stored.

Used and endorsed by leading manufacturers. Send for samples, prices and descriptive pamphlet.

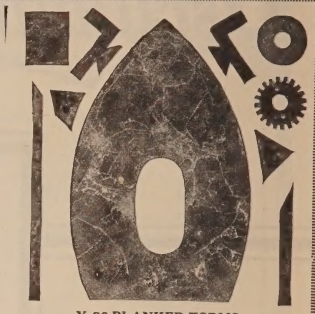
NEW ENGLAND MICA CO., Waltham 54, Mass.

Y-26 — New York Office - 220 Broadway

STANDARDIZED NEMICO MICA PRODUCTS HIGH-HEAT MICA PLATE

PEERLESS STANDARDIZED MICA INSULATION

India Moulding Plate
India Segment Plate
Amber Segment Plate
Amber Small Segment Plate
High-Heat Plate (Volatile Binder for heat units)
Flexible Mica Sheets
Mica and Paper Sheets
Mica Cloth (sheets or rolls)
Mica and Paper Tape
Tubes, Bushings, etc.
Commutator Rings
Commutator Segments
Washers, etc.
Y-26 High-Heat Mica Plate
Mica Lamp Shade Plate



Y-26 BLANKED FORMS

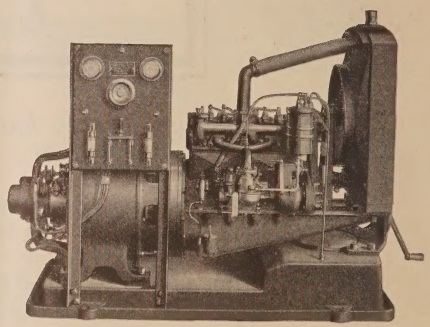
ALLIS-CHALMERS LIGHT and POWER
The Complete Power Station

Made in sizes that are profitable and give satisfaction.

A high-grade generator coupled to a high-grade automobile engine, making a sure seller.

All details highly perfected.

An unusual opportunity for progressive dealers to supply reliable, independent, portable units in ample capacities for farms and community power and light.



Made in 5 and 15 K. W. Capacities
Direct Current

ALLIS-CHALMERS MANUFACTURING CO.
MILWAUKEE, WIS. U.S.A.

Only reliable products can be continuously advertised

Lights Cigar, Pipe or Cigarette

From 110-Volt Circuit

Smokerlite

Plugged into any lamp socket or appliance outlet the Smokerlite is always ready for instant use.

Jobbers and dealers will at once reconize the splendid sales possibilities in this attractive, practical, dependable appliance. Every smoker is a prospect.

Write at once for selling proposition.

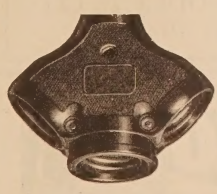
HANCE-PARKER MFG. CO.
Meriden, Conn.

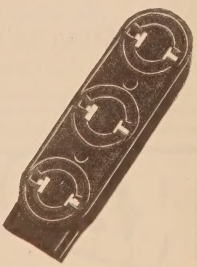
Bronze Finish, **$5.00 LIST**

American Insulator Corporation

Danbury, Conn. **New Freedom, Pa.**

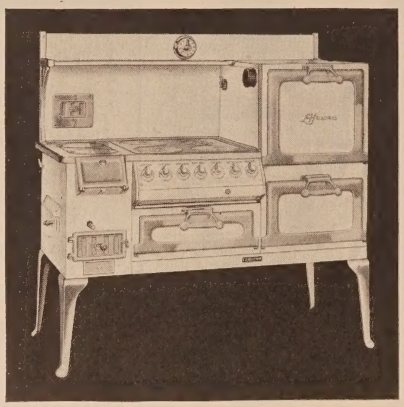
New York Office
52 Vanderbilt Ave.





An experienced organization and two large molding plants at your service for your

Molded Parts



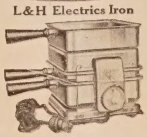
Why L&H ELECTRICS TRADE MARK Boost Sales and Profits

Aside from the unusual beauty of L & H Electrics Ranges and the great variety of models, the advantages of *Full Automatic Time and Temperature Controls* and other superior features are tremendous factors in winning consumer interest.

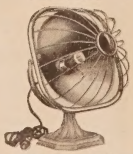
The splendid model pictured above, in addition to providing these excellent devices, is in reality a combination electric range with a built-in kitchen heater. This last feature is obviously superior to the usual equipment of its kind because of its double flue heat radiation which can be quickly and impressively demonstrated.

There are L & H Electrics models not only in full white and gray porcelain enamel finish but also semi porcelain finished ranges, in styles and sizes to suit every home need. You can see the possibilities for added volume and bigger profits. The best jobbers handle L & H Electrics Ranges and Appliances—or write us for facts at once.

L&H Electrics Iron



L&H Electrics Table Stove



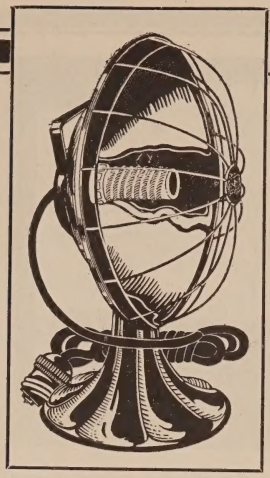
L&H Electrics Heater

Full Automatic Time and Temperature Controls

Both are automatic features of L & H Electrics Ranges—easy to operate and absolutely dependable. The Time Control is much simpler than a clock. Accurate and unfailing, you set it at the time you want your cooking to start and stop. The Temperature Control regulates and maintains even heat, automatically stopping and starting current so that temperature does not vary. Saves 60 per cent of current.

Manufactured by

A. J. Lindemann & Hoverson Co.
1245 Cleveland Avenue, Milwaukee, Wisconsin



The new Domino Electric Heater that means new and better Heater business!

$5.00 LIST

108-115 volts, 600 watts, 13 inch highly finished copper reflector, 16 inches high, 7 foot heater cord. NICHROME screw type element.

DEPENDABLE DOMINO DEVICES

People soon decide on a favorite—experience teaches them what is best—here it is, Mr. Dealer—they'll come to you for this Domino Heater, because it's a leader for value. Quality will sell it for you and keep it sold. It represents the finest in electric heater construction and appearance.

A few points of merit:

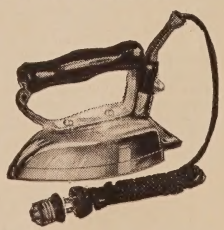
The reflector is scientifically designed so that the heat rays are thrown outward—no wasted heat. There is a wide range of adjustment. The guard is easily detached for cleaning. The heater is of a beautifully tinted bronze finish, so that it will harmonize with most every kind of furniture.

Order a Sample

Get one of these new Heaters on display now—see yourself how you can increase your heater sales during the coming Spring season.

Get more Electric Iron Sales with this No. 55 DOMINO

1—Weight, six pounds.
2—Tip-up stand.
3—One year guarantee.
4—NICHROME element.
5—Round Brass Terminals (no corroding).
6—Ebonized handle.
7—Evenly balanced.
8—Highly nickled.
9—Detachable plug.
10—Approvel by Underwriters and Hydro Laboratories.



LIST $4.50

Order a sample and compare it with others. See its great value

DOMINION ELECTRICAL MFG. CO.
116 First Ave., North, MINNEAPOLIS, MINN.
District Office, 410 Bramson Bldg., Buffalo, N. Y.
New York Office, 89 Walker St., New York, N. Y.
Canadian Branch, 74 Princess St., Winnipeg, Man.

PUT YOUR WINDOWS TO WORK WITH BUTTON-LETTERS

PATENT APPLIED FOR

THE IDEAL CHANGEABLE SIGN

Button letters are white celluloid letters fastened directly on the window—on the INSIDE—with white rubber vacuum cups. They are easy to put up—quickly taken down.

Change your signs every day—they won't wear out. Button Letter signs are readable, neat, sure attention getters. They make your windows work 24 hours a day. Button Letters come in sets—two sizes. Mailed prepaid on receipt of check or money order. Satisfaction guaranteed or money refunded.

Button Letter sets consist of 95 letters, 10 numbers, guide cord, Vac-U-Seal, etc.
Prices per set complete
Characters 2½ in. high **$4.50**
Characters 3 in. high **$5.00**

BUTTON LETTER COMPANY
705 16th St., N. W., Canton, Ohio

Safe-Economy Electric Iron

GRIP-SWITCH HANDLE, 40% ECONOMY

U.S.A. Pat. 1520406.
Canadian Pat. 230623.
Others Pending

Manufacturing and Selling Licences Arranged

IMPROVED APPLIANCES LTD 43 FETTER LANE LONDON E. C. 4

Rolling Mill Products

Stampings. Horns. Cases. Washing machine parts. Reflector shells. Percolator shells. Heating appliance parts. Meter cases. Charger cases. *Anything made from ALUMINUM!*

Send blue prints and specifications

ELECTRICAL DIVISION
ALUMINUM PRODUCTS CO.
LaGrange, Ill.

RADIO

BIG Savings for Dealers

Lowest wholesale prices on standard radio parts and complete sets. All well advertised, fast selling items. Prompt service, real dealer co-operation. Write now for our big bargain wholesale catalog.

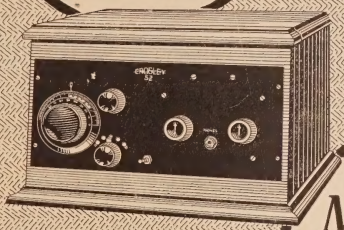
FREE CATALOG

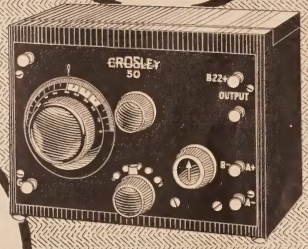
WESTERN RADIO MFG. CO.
138 W. LAKE St. Dept. H-2 CHICAGO

CROSLEY 1 AND 3 TUBE RADIOS

52 Special
$35
3 Tube

50 Regular
$14.50
1 Tube





The Maximum Efficiency The Lowest Prices

Easy to Sell

People ask for Crosley Radios by name. All you have to do is to give them the model they request and then equip it with the necessary accessories.

Your selling expense is cut to a minimum. Your turnover is greatly increased. Your profits are greater in the end.

Handle Crosley Radios. They Sell Themselves. Priced from the one-tube Model 50 at $14.50 to the new Trirdyn Special with sloping panel at $65.

Prices West of Rockies—add 10%. Write for Complete Catalog

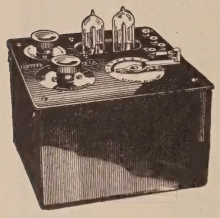
THE CROSLEY RADIO CORPORATION
POWEL CROSLEY, JR., President
37 Sassafras St., CINCINNATI, OHIO
Crosley owns and operates Broadcasting Station WLW

CONTINENTAL

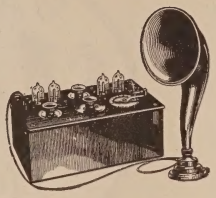
"New York's Leading Radio House"

THE SYMBOL OF SERVICE

To speed up your sales



Radiola III



Radiola III-A

Standardize on Radiolas and also make a good profit.

Selling radio with no time wasted on delays due to shipment is a problem in the radio industry.

We can replace your stock almost immediately upon order and thereby help you speed up your sales. As the old saying goes "A bird in the hand is worth two in the bush," the same applies to you, "A cash sale over the counter is worth two promised."

Our stock of Radiolas is always at your call. Send your order in today and let our service help you sell radio.

Wholesale Distributors Only

2097-Q

CONTINENTAL RADIO *and* ELECTRIC CORPORATION

15 WARREN STREET - - - - - - - - NEW YORK, U. S. A.

America's Pioneer Electrical and Radio Mail Order House

Serving the Trade
Since 1914

Wholesale Exclusively

PRICE Our prices to you are the lowest because we buy in quantity for cash and sell for cash—You can buy in small quantities as you need the merchandise and at quantity costs.

QUALITY We guarantee the quality and live up to the guarantee—that's why we have been in business for over 10 years and serving thousands of dealers.

SERVICE Our organization is working for you. 98% of the orders are shipped the same day they are received. You need not carry a big stock.

Write today for "CO-OP"—
It's Free

"Co-Op" is mailed out the first of each month. It is the handiest electrical and radio guide and current price list published.

Only nationally known, best quality merchandise illustrated. **Order your copy and see for yourself the savings you can make.**

Co-operative Electrical Supply House

120 N. Union St. Chicago, Ill.

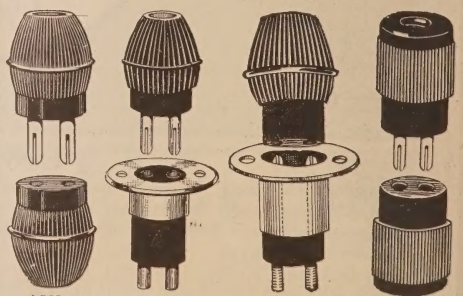
110 Mercer St. New York City

Morse Eureka

TRADE MARK

Hard Rubber Connections for DOMESTIC APPLIANCES

All sizes and styles



ACORN Styles 166-168 | Style 169 | Style 169A | STRAIGHT Styles 166-168

Style 169A inserts reversed from 169

For use with Curling and Waving Irons, Sewing and Washing Machines, Carpet Sweepers, Electric Fans, Massage Instruments, Drink Mixers, Heating Pads, etc.

FRANK W. MORSE CO.
289 Congress St., Boston, Mass.

Each a Leader in its Line

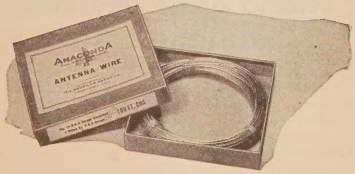
Stromberg-Carlson Radio Apparatus is made by an establishment which has been manufacturing voice transmission and voice reception apparatus for 30 years, and whose products are standard throughout the world.

Write for our plan of dealer service.

Stromberg-Carlson Telephone Mfg. Co.
Rochester, N. Y.

NEUTRODYNE

Stromberg-Carlson



Longer Ranges with Anaconda Antenna Wire

Range in radio reception depends as much on the conductivity of the antenna as on the sensitiveness of the set. Anaconda Antenna Wire is especially made to give the highest possible conductivity.

It has the strength required by the Board of Fire Underwriters and the ductility necessary to insure easy bending and workability. Supplied in long and short lengths to meet any dealer requirement.

How it is Supplied

Anaconda single copper wire, tinned or untinned, No. 14 and other sizes.

Anaconda stranded copper wire, seven strands of No. 22 B. & S. gauge.

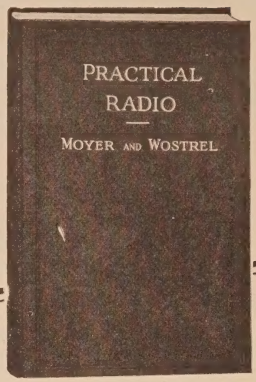
Anaconda silicon bronze wire, seven strands 18 B. & S. gauge.

How it is Packed and Shipped

Anaconda antenna wire, single or stranded, is shipped either on wooden reels holding 25, 75, 100 or 200 pounds or in cartons containing coils of 100 or 200 feet.

Anaconda antenna wire always bears the Anaconda trademark—a guarantee of quality and dependability.

ANACONDA COPPER MINING CO.
THE AMERICAN BRASS COMPANY
Wire Sales Division:
General Offices. 25 Broadway, N.Y. Western Offices: Conway Bldg., Chicago



Radio:
—what it is
—how it works
—how to make a set
—how to locate troubles
—how to remedy them

Just Out

This practical book has been well named. With it the radio enthusiast has a complete reference guide. Not only does this book explain what radio is; how it works; how to make a set; how to locate troubles; how to remedy them, but it gives the very latest information on the testing of sets and how to select, operate and care for them.

Practical Radio

By James A. Moyer, Director of University Extension, Massachusetts Department of Education, and John F. Wostrel, Instructor in Radio, Division of University Extension, Massachusetts Department of Education.

248 pages, 5½ x 8, illustrated, $1.75 net, postpaid

The book presents the fundamental principles of radio so simply and clearly that any person of average training will be able to read, understand and apply them. *Both the inexperienced amateur and the technically trained specialist will find the book valuable.* In Chapter XI there are accurate working drawings as actually used in radio shops together with complete lists of materials required for constructing eight typical receiving sets.

The latest up-to-date information on

control of static, atmospheric and directional effects, radio maps, thermo electric "A" and "B" batteries, radio photography, methods of locating open and short circuits, testing defects in transformers, vacuum tubes, antennas and ground wires, etc.

See this real, helpful book FREE for 10 days

You are under no obligation to buy unless the book is worth every penny of the $1.75 asked for it. Chapter XII on COMMON TROUBLES AND THEIR REMEDIES is well worth twice this amount. See this book, use it FREE for 10 days. Here is the coupon.

McGRAW-HILL
FREE EXAMINATION COUPON

McGraw-Hill Book Co., Inc., 370 Seventh Ave., New York.

You may send me on 10 days' approval **Moyer and Wostrel's Practical Radio, $1.75 net, postpaid.** I agree to remit for the book or return it postpaid within 10 days of receipt.

.....I am a regular subscriber to Electrical World.

Signed .....
(Please Print)

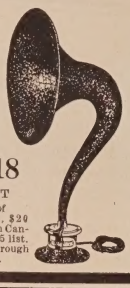
Address .....

Official Position .....

Name of Company .....

(Books sent on approval to retail purchasers in the U. S. and Canada only.) E. M. 3-1-25

In this *Diaphragm* is an extra profit—



$18
LIST
West of Rockies, $20 list. In Canada, $25 list. Sold through jobbers.

Among the very few speakers that can be called fine instruments, the K-E distinguishes itself by its exceptional tone.

A diaphragm that is perfect for headphones cannot give the same true tone when strained beyond capacity by the heavy currents needed for loud speaker reproduction.

The special K-E diaphragm is the answer!

And it sells at a price that helps you sell a FINE instrument (at a larger profit) to people who would buy cheap speakers.

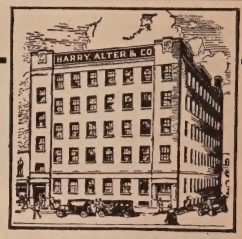
It turns small-profit sales into big-profit sales.

Get one for demonstrating. Put it on your counter. It will boost your margin and please your trade.

Price $11.70 to dealers.
KIRKMAN ENGINEERING CORP.
484-490 Broome St., New York.
Established 1912

Volume easily adjustable.
Packed complete ready to operate.
No batteries.
14-inch bell; acoustically correct gooseneck.
Nickel base. Highly attractive in appearance.

LOUD K-E SPEAKER



HARRY ALTER & CO.
Ogden and Carroll Avenues · CHICAGO

Distributors for the following nationally advertised lines of electrical and radio supplies:

Benjamin Products	Freed-Eisemann Sets
Hold-Heet Appliances	Radion Panels
Appleton Fittings	Premier Parts
Save Lamps	Signal Apparatus
Simplex Irons	Balkite Chargers
Liberty Stoves	Brandes Head Sets
Wadsworth Switches	Dubilier Condensers

and many others equally as well known

WHOLESALE EXCLUSIVELY

Protects Radio Tubes

Drop a tool across the wiring in a radio receiving set, or connect the wiring to the wrong binding posts, and zip—the tubes are burned out and $20.00 or more needlessly wasted.

Tubes can be protected against destruction from short circuits for a few cents by installing the "Gem" Radio Fuse. Then when there's a "short," the fuse blows and the tubes aren't injured. Easily installed.

We are advertising the Gem Radio Fuse in leading radio magazines and in other ways. You are certain to receive scores of calls for this Fuse. Put in a small stock and be ready to make the nice profit you will otherwise lose.

Order from your jobber. If he hasn't put in his stock, give us his name and we will see that you are supplied.
Write for interesting booklet.

CHICAGO FUSE MFG. CO.
MANUFACTURERS OF
ELECTRICAL PROTECTING MATERIALS AND CONDUIT FITTINGS
LAFLIN & 18th STREETS
CHICAGO

"GEM" RADIO FUSE

Radio and Electrical Mailing Lists

18,239	Radio Dealers Retail.....per M.	$7.50
1,921	Radio Mfgrs.....per list	20.00
2,349	Radio Supply Jobbers.....per list	20.00
745	Radio Mfgrs. complete sets.....per list	7.50
16,000	Electrical Supply Dealers.....per M.	7.50
610	Electrical Supply Dealers (who)...per list	8.50

Can furnish all other Radio and Electrical Lists and all other classifications. Ask for General Price List and Red Book.

A. F. WILLIAMS, Mgr., List. Dept.
Trade Circular Addressing Co.
168 W. Adams St., Chicago, Ill.
Established 1880

K-E LIGHTNING ARRESTER 50¢ LIST

A barrier between binding posts prevents signals from being drained into ground.
Approved by National Board of Fire Underwriters for indoor or outdoor use
KIRKMAN ENGINEERING CORP.
484-490 Broome St., New York

Electrical Merchandising

Wiring—Lighting Equipment—Appliances

For the Wiring Contractor— in This Issue

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"What's this for?"
Make Every Socket A Pull Socket
Install it Yourself Without Using Tools
The BRYANT Plug-in Pull Socket
Fits any Ordinary Socket
Holds any Ordinary Shade
BRYANT

That question will be asked hundreds of times a month in dealers' stores where this counter card is displayed.

Bryant No. 65024 plug-in pull socket screws into a keyless, key or push-button socket or receptacle and makes a pull device of it. The pull socket is the most convenient of all sockets. No. 65024 makes every socket equally convenient.

In every carton of ten 65024's this snappy, three-color display is packed. It draws attention to the goods and is bound to sell them if given a little airing on the counter.

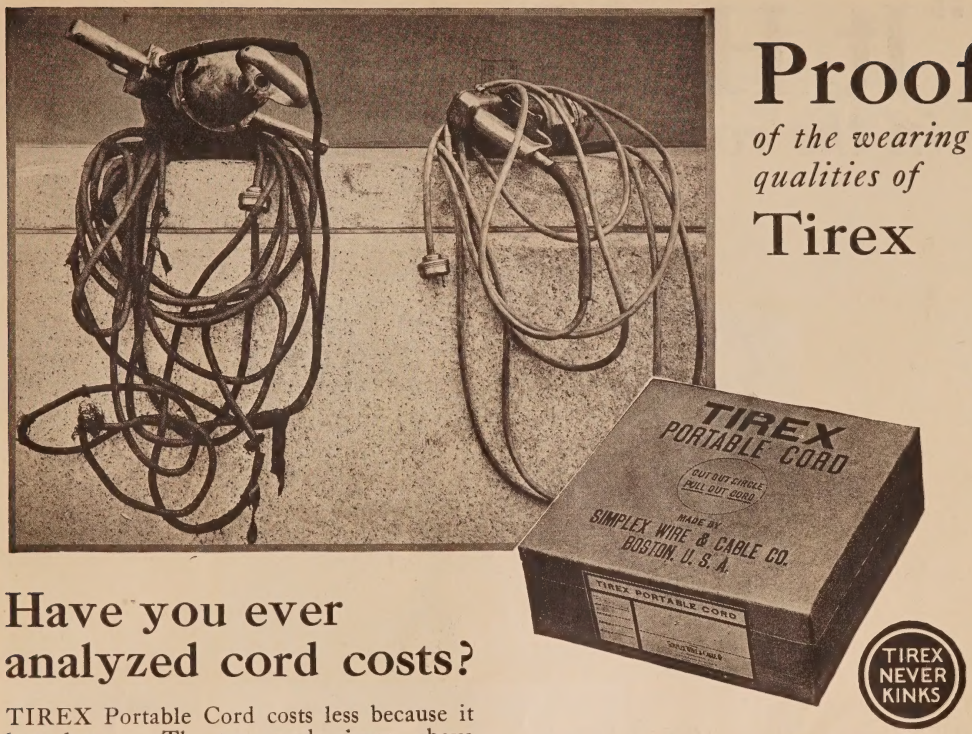
No 65024, List $0.70, Schedule B, Standard Package 10, Carton 10, with display card.

THE BRYANT ELECTRIC COMPANY
BRIDGEPORT, CONN.

NEW YORK
342 Madison Ave.

CHICAGO
844 West Adams St.

SAN FRANCISCO, 149 New Montgomery St.



Proof
of the wearing qualities of
Tirex

Have you ever analyzed cord costs?

TIREX Portable Cord costs less because it lasts longer. The two cords shown above were used in an automobile service station in Massachusetts on similar work for the same length of time.

A letter from the user states:

"It has been our experience that ninety-nine per cent of our drill troubles are cord failures.

We figure we have saved money by equipping all our drills with TIREX, as since doing so not one of them has been laid up from faulty cords."

Two or three conductor Nos. 18, 16 and 14 and two conductors No. 12 are packed in special cartons containing 250 feet each, so constructed that the cord may be drawn out as needed without disturbing the remainder of the coil. All sizes are furnished in special lengths as ordered.

SIMPLEX WIRE & CABLE Co
MANUFACTURERS
201 DEVONSHIRE ST., BOSTON 9
CHICAGO SAN FRANCISCO NEW YORK

TIREX
PORTABLE CORD

"It Holds"
-in the roll, and on the Job!

BULL DOG FRICTION TAPE will not dry out and harden in the roll, and applied on the work it makes a firm smooth joint which in a short time becomes practically a solid mass. "It holds" in true bull dog fashion.

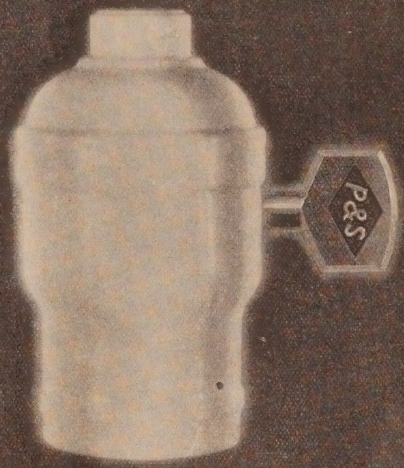
BULL DOG
FRICTION TAPE

is conveniently packed in 1, 2, 4 and 8-oz. rolls in individual cartons and assembled in counter display containers. A quick repeating item which appeals to a wide variety of customers.

BOSTON WOVEN HOSE AND RUBBER CO. *Cambridge, Massachusetts*
Makers of Bull Dog Hose, Bull Dog Belting and other Mechanical Rubber Goods

P&S KEY SOCKETS

High
Heat Resisting
Keys



For
Gas Filled
Lamps

Meeting a New Problem

Gas Filled Lamps with increased temperatures present a Demand for Higher Standards in Brass Key Sockets.

A New Standard Established

P&S Super Standard Key Sockets with the Heat Resisting Keys establish a New Standard for the Industry.

The Key

These new Keys are made of special material widely known for high heat resisting qualities, permanent durability and appearance. They are Standard in either Black or Brown color.

Ask the Better Jobbers for P & S Fluto Sockets with the Heat Resisting Key.

TESTED — Every P&S Device with moving parts is tested WITH FULL CURRENT LOAD before leaving the factory.

Pass & Seymour, Inc. Solvay Station **Syracuse, N. Y.**

AMERICANS SHOULD PRODUCE THEIR OWN RUBBER .. H.S. Firestone

No Work Too Big
No Job Too Little

Firestone Friction Tape is equally efficient for big and little jobs. Its tested service can be depended on for a higher standard of tenacity, insulation and durability.

The electrical expert who orders in bulk quantities or the man who keeps a carton always handy about the house or the garage—equally enjoys the greater values in Firestone Friction Tape. Greater tensile strength and dielectric properties, freedom from sulphur and longer life—these Firestone advantages have greatly widened the field of use of this tape and increased sales everywhere.

Dealers appreciate this and are pushing the product. It is sold in bulk, under jobber's name or in standard Firestone cartons. Write for discounts and specifications. Address the Home Office at Akron or the nearest Firestone Branch.

The Mark of Quality

Firestone
FRICTION TAPE

WEBER DEPENDABLE WIRING DEVICES

Still Another New Line Now Ready for the Market

CANDLE SOCKETS

No. 4020
Candle pull socket
with detachable hickey.

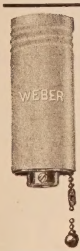
Measures 3-11/16 inches over all. Two pieces of high-grade molded composition supply insulation.

No. 4021
Candle pull socket
with detachable hickey.

Measures 3⅞ inches over all. Two pieces of high-grade molded composition supply insulation.

Exploded views of Nos. 4020 and 4021

showing construction of detachable hickey of the two sockets listed above. Socket sets firmly in place, even if mounting screws accidentally loosen. Mounting screws are accessible above candle cup, thus supplying ease of mounting. Molded composition insulation reduces breakage and assures accurate alignment of parts.



No. 4120
Candle pull socket
with permanent nipple.

Measures 3-3/16 inches over all. Two pieces of high-grade molded composition supply insulation.

No. 4004
Candle keyless socket
with permanent hickey.

Measures 2-13/16 inches over all. Hole through insulation and center contact facilitates wiring.

On your next order for candle sockets, specify WEBER

HENRY D. SEARS
General Sales Agent
80 BOYLSTON STREET
BOSTON 11, MASSACHUSETTS

District Sales Representatives in
New York, Philadelphia, Detroit, Chicago, San Francisco, Los Angeles, Seattle

H&H

The BIG Thing in Sockets

THE "Adjustable Candle"—the big thing right now. The H & H name; the big thing in Sockets — *all* types.

New features in Pull Sockets: Greatly strengthened chain rail. Stops all chance of chain pulling *out* of socket.

New Detachable Tassel: really detachable; really neat. Dresses up pull chain with a rich little design in knurled brass.

Little refinements or revolutionary improvements — look for them under the H & H mark. Perhaps take them for granted, without looking!

EVERY type of brass shell socket (porcelain, too) is obtainable in H & H. Every style you can use; every feature you value. We'll gladly send you descriptive data for judging, or ordering.

SEND us your name to receive the new *Broadside* on H & H Adjustable Candle Sockets. How they meet every known combination of candle and holder, using 4, 5 or 6-inch candles. Gain *hours* for you in assembling Candle Fixtures.

THE HART & HEGEMAN MFG. CO. HARTFORD, CONN.

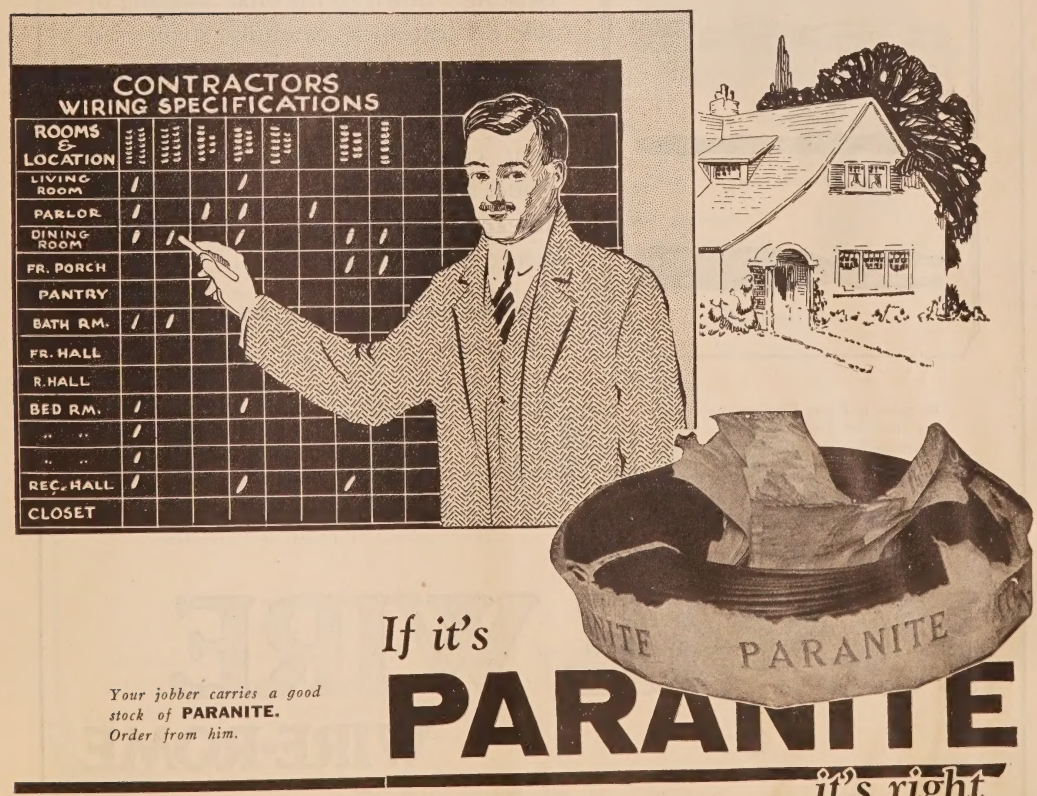
A Perfect House Wiring Job Must Include the Right Wire

Too often the advantage of using good, uniform, smooth wire is overlooked. Then again the life of the wire should be an important consideration. If you had merely one experience with **PARANITE** you would know why this wire, "better than code requires," makes every house wiring job a good one. There is economy in using **PARANITE.** Make it a point to use **PARANITE** on that next wiring job. You'll always specify it then.

Indiana Rubber & Insulated Wire Co.
Jonesboro, Indiana

Chicago Office: 811 Marquette Bldg.
New York: The Thomas & Betts Co., 63 Vesey St.

PARANITE is liberally insulated—every process of its manufacture is correctly done by modern methods. More than thirty-three years of experience assures highest quality in every foot of **PARANITE.** Yet **PARANITE** is not more costly than other kinds.



Your jobber carries a good stock of **PARANITE.** *Order from him.*

If it's

PARANITE

it's right

a cord for every purpose- Rome Flexible Cords

Twisted Pair Lamp Cord

Parallel Lamp Cord

Reinforced Portable Cord

Twisted Pair Heater Cord

Canvasite Cord

Packing House Cord

FOR extension work, for lamps and fixtures, for replacements to match existing decorative schemes, in various colors, both silk and cotton, parallel, or twisted, flexible and long wearing, Rome cords meet every need.

Every operation: the drawing of the wire, annealing, insulating, braiding, twisting—down to the final covering of silk or cotton is carefully supervised and completed within our own plants.

Recommend Rome flexible cords to your customers. They are carefully made, reliable in performance and suitable for every cord need. Ample stocks assure prompt deliveries.

May we send you samples of the types you use?

Every foot of **Rome Cord** *gives a service you can count on; this is because of the close supervision during every stage of production.*

These cords range from the silken Rome-Glos Cord (in fourteen shades of staple colors) to a wide variety of types and sizes to meet all requirements.

ROME WIRE CO. Mills and Executive Offices: ROME, N. Y.

Diamond Mills: BUFFALO, N. Y.

NEW YORK 50 Church St. | BOSTON Little Bldg. | CHICAGO 14 E. Jackson Blvd. | CLEVELAND 1200 W. Ninth St.

DETROIT 25 Parsons St. | LOS ANGELES J. G. Pomeroy, Inc., 336 Azusa St.

SAN FRANCISCO, J. G. Pomeroy, Inc., 611 Howard St.

ROME WIRE

WIRE-ROME

2234-L

SEE FOR YOURSELF
THESE TIME-SAVING ADVANTAGES

LOOK at the Single Wall. It's easy to see why it can't buckle, collapse or clog the tube.

Note how the small strands form hinges between the large rollers. They help make **DURADUCT** flexible.

See the Roller-Bearing Wireway. A Wire fished through it touches only the tops of the rollers, friction is thereby reduced so that long lengths can be fished without the usual trouble from the waxed braid sliding back and clogging the wireway.

These are the reasons why contractors, who figure that time saved is profit, always specify—

DURADUCT

(Reg. U. S. Patent Office)

They also find it economy to use the other DURABILT PRODUCTS:

DURAFLEX Armored Conductor
DURACORD Portable Cord
DURAWIRE R. C. Wire and Flexible Cord

Tubular Woven Fabric Co.
PAWTUCKET, R. I.

THE BLACK DOTTED LINE IS THE MARK OF DURADUCT

Two New Arrow Candle Keyless Sockets For 4-Inch Candles

No. 4009
Rigid Open Hickey
3 11/16" Overall

They Come To You Just The Way You Want Them

No Adjustment Necessary

Built To Two Standard Dimensions

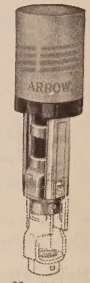
No. 4010
Rigid Open Hickey
3⅞" Overall

No. 4004
Rigid Open
Hickey 2⅞"

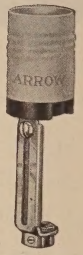
No. 4008
Removable
Hickey 2⅞"

No. 4014
Close Hickey 2¼"

No. 4034
With Polished
Tube for Finished
Candles 4½"



No. 4011
Removable and
Adjustable Hickey
3 11/16" to 4⅞"



No. 4007
Open Hickey
Adjustable
from 3⅞" to 5½"

There is an Arrow Candle Keyless Socket to suit every condition.
All hickeys have bushing and set screw.
Bodies built up on one piece composition, and have spring center contact.
One screw adjustment on all adjustable and removable hickeys.

Cat. No.	List Price	Std. Pkg.		Overall Length Inches	Pkg. Wgt.	Carton
4004	$0.16	250	With rigid open hickey	2⅞	23	25
4014	.16	250	With close hickey	2¼	22	25
4008	.16	250	With removable hickey	2⅞	23	25
4009	.16	250	With rigid open hickey	3 11/16	25	25
4010	.16	250	With rigid open hickey	3⅞	25	25
4011	.17	250	With removable and adjustable hickey	3 11/16 to 4⅞	35	25
4007	.17	250	With adjustable open hickey	3⅞ to 5½	33	25
4034	.50	50	With long tube	4½	15	10

THE ARROW ELECTRIC COMPANY
HARTFORD, CONNECTICUT

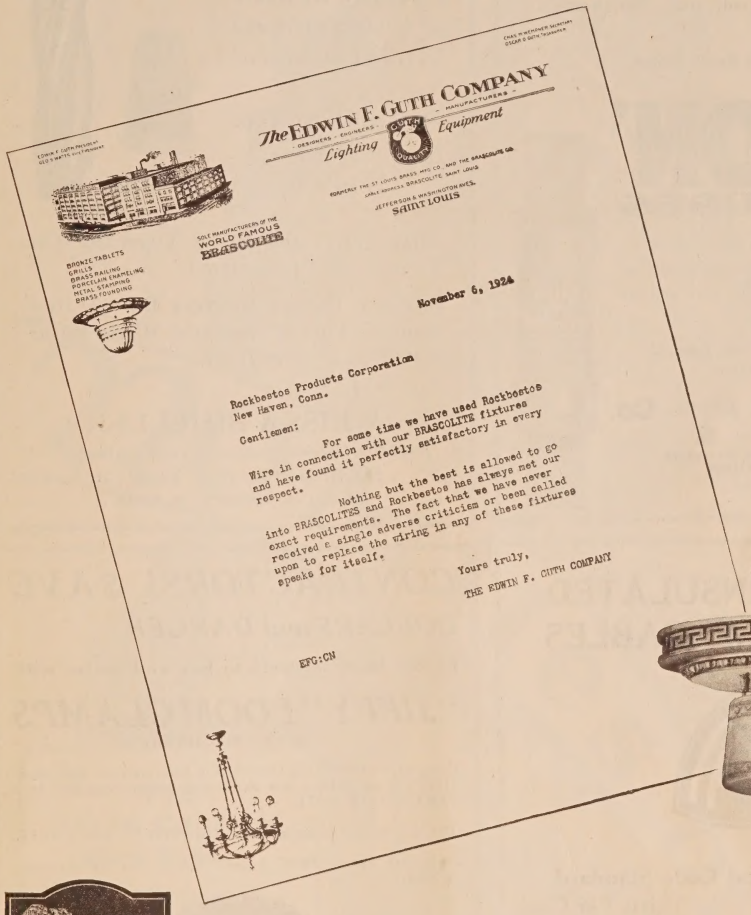
ELECTRICAL ARROW WIRING DEVICES

ARROW

The complete line of Wiring Devices

ROCKBESTOS

–the asbestos covered wire



The EDWIN F. GUTH COMPANY
ENGINEERS — ENGINEERS — MANUFACTURERS
Lighting Equipment

SOLE MANUFACTURERS OF THE WORLD FAMOUS BRASCOLITE

BRONZE TABLETS
GRILLS
BRASS RAILING
PORCELAIN ENAMELING
METAL STAMPING
BRASS FOUNDING

FORMERLY THE ST. LOUIS BRASS MFG. CO. AND THE BRASCOLITE CO.
JEFFERSON & WASHINGTON AVES.
SAINT LOUIS

November 6, 1924

Rockbestos Products Corporation
New Haven, Conn.

Gentlemen:

For some time we have used Rockbestos Wire in connection with our BRASCOLITE fixtures and have found it perfectly satisfactory in every respect.

Nothing but the best is allowed to go into BRASCOLITES and Rockbestos has always met our exact requirements. The fact that we have never received a single adverse criticism or been called upon to replace the wiring in any of these fixtures speaks for itself.

Yours truly,
THE EDWIN F. GUTH COMPANY

EFG:CN

We cannot add another word to the letter—but we can say, we are always at your service.

ROCKBESTOS PRODUCTS
CORPORATION

New York, 5942 Grand Central Term. Bldg. NEW HAVEN, CONN. 711 First Nat. Bank Bldg., Chicago

Results

Too often, ingeniously worded descriptions and technical trivialities, obscure the *main* issue.

In the long run, the only thing that counts is *Results.*

Judged on *Results,* and Results *alone,*

'UNION'
RENEWABLE FUSES

stand head and shoulders above all other makes. No other fuse withstands so many blowouts or can be renewed so easily and quickly.

At Leading Dealers and Jobbers
Write for Catalog

CHICAGO FUSE MFG. Co.
MANUFACTURERS OF
ELECTRICAL PROTECTING MATERIALS
AND CONDUIT FITTINGS
LAFLIN & 15TH STREETS
CHICAGO

"SIMPLEX"
Solderless Connectors

Approved By Board of Underwriters and Hydro-Commission.

Actual Size
Pat. 1513656

No Tools—No Tape
No Solder—
No Paint

Strip Wires and Bring Together—One Twist—Joint Completed.

Straight Thread Engages Bare Wire—Conical Thread Insulated Wire, Ensuring 100% Perfect Joint.

WEISS & BIHELLER
Importers Lighting Glassware, Crystal Fixtures, Etc.
584 Broadway, New York City
Canada—69 Adelaide St., E. Toronto

RUBBER INSULATED WIRES AND CABLES

National Electrical Code Standard
Intermediate (Red) Thirty Per Cent

Wire built under the direct supervision of experienced engineers, skillfully and honestly manufactured with one purpose and result.

Continuous Service

A-A WIRE CO., Inc.
110 EAST 42nd STREET
NEW YORK CITY

CONTRACTORS! $AVE DOLLARS and DANGER

Fasten loom securely to box and plates with

"JIFFY" LOOM CLAMPS
("JIFFY" BUSHINGS)

Using tape and nails is COSTLY in both material and labor. "Jiffy" Loom Clamps are easily and quickly installed at a VERY SMALL COST.

The old method is dangerous. The "JIFFY" way is SAFE.

Inspectors like "JIFFY" Loom Clamps. No re-inspection necessary.

FOR LOOM KNOCKOUTS WITH 7/32 IN., ¼ IN. AND 5/16 IN. TUBING

FOR ½ IN. CONDUIT KNOCKOUTS WITH 7/32 IN. ¼ IN., AND 5/16 IN. TUBING

ASK YOUR JOBBER FOR A CIRCULAR

or write us for free samples

PAUL W. KOCH & COMPANY
17 So. Wells St. Chicago, Ill.

220 Miles of

SHERARDUCT

A NATIONAL METAL MOLDING PRODUCT

The Rigid Conduit that Bends

TWO HUNDRED and twenty miles of **Sherarduct** is in service in the Equitable Building, New York. Graham, Burnham & Co. Architects.

Sherarduct is an alloying of pure zinc with steel pipe under intense heat, further protected by a baked-on coating of acid-resisting enamel. It bends easily and is as smooth inside and out as an ice coated sidewalk.

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National Metal Molding Company

1462 **Fulton Building, Pittsburgh, Pa.**

Represented in All Principal Cities

(26)

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a great armature-winding book is yours—FREE—if you start with this pay-raising set NOW!

To every man who subscribes to the Library of Electrical Maintenance and Repair NOW we will give a copy of Croft's Alternating Current Armature Winding, the latest and most practical book on armature winding and rewinding. No charge for it—it comes to you FREE with this helpful maintenance and repair library.

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5 Volumes—1736 pages—1810 pictures

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Fill in and mail the coupon attached and we will send you the entire set of five volumes for ten days' Free Examination. We take all the risk—pay all charges. You assume no obligation—you pay nothing unless you decide to keep the books. Then $2.00 in ten days and the balance at the rate of $2.00 a month. Send the coupon NOW and see the books for yourself. When your first payment of $2.00 is received we will send you your free copy of Croft's Alternating-Current Armature Winding.

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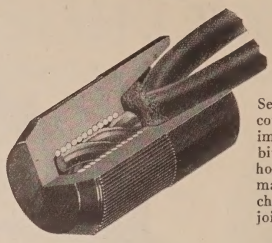
McGraw-Hill Book Co., Inc., 370 Seventh Ave., New York

Gentlemen:—Send me the *Library of Electrical Maintenance and Repair*, all charges prepaid for 10 days' Free Examination. If satisfactory I will send $2.00 in ten days and $2.00 a month until $14.00 has been paid. If not wanted I will write for shipping instructions. Upon receipt of my first payment of $2.00 I am to receive *Croft's Alternating-Current Armature Winding* free of charge.

Name .....
Address .....
Position .....
Company E.M.3-1-25



See how the copper covered steel wire coil imbedded in the Ideal bites into the wires, holding them tight and making a perfect mechanical and electrical joint.

Ask them this—

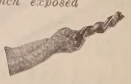
How long to make a joint?

THE boiled down fact is that the only thing an electrician has for sale is his time. The more he gets into those hours of the day, the more that time is worth.

Making joints takes time. The Ideal Wire Connector cuts that time 'way down. Here's how:

Select an Ideal

Skin and twist the wires; leave about a half inch exposed



Screw it on That's all

Ideals come in several sizes to handle any ordinary combination of solid or stranded wires. You can spot the right size at once because each size is a different color. The Ideal's tough composition shell stands any ordinary rough usage. On and off in a few seconds. Ready for instant inspection. Heat, age and moisture proof.

Ideal Commutator Dresser Co., 1037 Park Ave., Sycamore, Ill.

IDEAL

WIRE CONNECTOR

Seeing's believing! Try one, free!

Stock Ideals—

It'll be well worth while!

At Last!
A Universal Entrance

DESCRIPTION:

2 circuits and 4 circuits—single and double fuse.
Non-interference of connections (line, load, meter and circuit connection separated one from the other).
Meter testing disconnecting switches, Universal Meter Trim.
No combination knock-outs.
Trough construction for gang of jobs.
Main line connecting links, eliminating solder and spliced connections.
Dimensions 10 in. wide, 10 in. long, 3¼ in. deep.
Switch Front Operated—Indicating.
Card Holder.
Gang installation has appearance of solid panel or trough.

Write for complete information.
This unit will meet your local conditions.

"AN AMERICAN PRODUCT"

THE AMERICAN ELECTRIC SWITCH COMPANY
Manufacturers of ELECTRIC SWITCHES
General Office and Works: MINERVA, OHIO
District Offices in Principal Cities

Add profit *to every installation* with these items—!

These are some of the items used by every contractor almost every day. Designed as Metropolitan designs them, they assure the job's being done in the minimum of time. In simplicity and in features that make them so easy to install, they are second to none.

Made as Metropolitan makes them, they make every job one the contractor can stake his reputation upon.

Sold as Metropolitan sells them, they add profit to the job.

Check those you are interested in and mail this list to us! Better do it now and save time and money on the very next job you handle.

TRADE METROPOLITAN MARK
ELECTRIC MFG CO.
East Avenue at 14th Street, Long Island City, N. Y.
Second largest D.C. switchboard builders in the country

Which are you interested in?

- ☐ Switchboards — standard or special
- ☐ Theatre Switchboards
- ☐ Panel Boards—standard or special
- ☐ Flush Switches—shallow or detachable
- ☐ Flush Receptacles — shallow or detachable
- ☐ N.E.C. Fuses—renewable
- ☐ N.E.C. Fuses—standard
- ☐ Plug Fuses—renewable
- ☐ Plug Fuses—standard
- ☐ 2-Piece Attachment Plugs
- ☐ Heater Plugs
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R. B. Corey Co.,
General
Sales Agents
100 East 45th St.,
New York City, N. Y.

Send full details and prices on the items checked above!

Name .....
Address .....
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CLIFTON
Rigid Steel Conduit

CLIFTON IS MADE TO FILL THE CONTRACTORS' NEEDS

It is a practical conduit, quick to install and easily fished. The interiors are specially treated and extra smooth; the threads are clean and sharp.

Use Clifton on your wiring contracts.

Our insulating tapes and compounds also are endorsed and specified by many of the largest contractors.

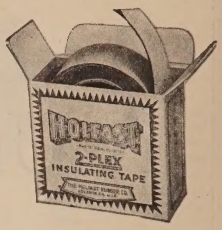
CLIFTON MANUFACTURING CO.
67 Brookside Ave., Boston, 30, Mass.

Cuts time in half

The NEW 2-PLEX TAPE is coated on one side with non-drying friction material, and on the other side with heat-tested, special red insulating rubber. Requires only *one* wrapping to complete a *safe* job.

Order from your jobber or send for generous size *free* sample.

Holfast Rubber Co., Mfgrs.
Atlanta, Ga.



2-PLEX TAPE

ALPHADUCT
FLEXIBLE NON-METALLIC CONDUIT

OLD RELIABLE
Popular and Serviceable
for over 20 years

ALPHADUCT CO., 136 CATER AVE., JERSEY CITY, N.J.

SPLICING COMPOUND TRADE APRUB MARK

We Built Our Business on Quality

Aprub Splicing Compound and Friction Tape

O.K. Splicing Compound and Black Friction Tape

Our Prices are Right

Get it from your Jobber

Appleton Rubber Co.
Main Office and Factory
Franklin, Mass.

BLACK FRICTION TRADE O.K. MARK TAPE

MARTIN
Portable Vise Stand and Pipe Bender

Absolutely indispensable for cutting, threading and bending conduit outside of the shop.

We will send you one, for ten days trial.

Ask your jobber or write.

H. P. MARTIN & SONS 621 E. 2nd Street, OWENSBORO, KY.

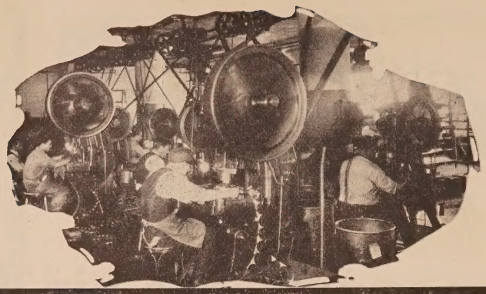
DOLPHIN ATLANTIC

DOLPHIN

A code wire of high quality, known for its great dielectric strength and resiliency and used for its dependability and maximum service. TRITON, intermediate grade, 25 per cent Para, and NEPTUNE, 30 per cent Para, are other widely known and used Atlantic wires.

ATLANTIC Insulated Wire & Cable COMPANY
Office and Factory:
Rome, N. Y.

1872
EDWARDS



Back of the trademark

Facilities

Up-to-the minute in every detail, the Edwards Plant stands back of a nationwide sales organization with ample facilities to meet promptly every demand that our customers may make.

Fifty-two years ago the house of Edwards was established on the basis of an honestly good product plus efficient service. And throughout the three generations, during which the Edwards family has been in control, this policy has been rigidly maintained.

and on Fire Alarm Systems!

THE ARCHITECT recognizes the long experience of this company and specifies EDWARDS on new buildings.

THE CONTRACTOR knows that the EDWARDS systems are simpler, easier to install, more dependable and guaranteed.

THE JOBBER is of course always protected on EDWARDS systems and realizes the value of a dependable policy.

THE JOBBER SALESMAN has discovered that in his territory there are many prospects such as Industrials, Hotels, Stores, Railroads, that can be sold fire alarms because they save on insurance, prevent loss of operations and loss of life. And it is only necessary to find the prospect —the EDWARDS Sales and Engineering organizations do the work—and usually get the order.

and so it is no small wonder we lead in this line as in all others.

EDWARDS and COMPANY INC.

140th and Exterior Streets, New York City

Jim says: "Not a pin hole in it"

And Jim knows that pin holes cause short circuits due to leakage of current. He never has to do a job over when he uses DUTCH BRAND Furthermore, DUTCH BRAND Friction Tape will resist more than 2200 volts of electrical pressure. It remains fresh and sticky far longer than ordinary tapes.

Another point, DUTCH BRAND Friction Tape is the most economical to use because it won't ravel at the edges and can be used down to the last inch.

Particular electricians choose, use and sell DUTCH BRAND Friction Tape wherever lasting service counts.

Use Dutch Brand Tape—
in attractively packed self-selling counter display cartons—retailing at 5, 10, 20 and 35 cents. At leading jobbers everywhere.

The perfect fusing of DUTCH BRAND Rubber Tape Compound shows an electrical pressure resistance of 17,000 volts.

Dutch Brand Soldering Paste
A scientific mixture containing better fluxing qualities than ordinary pastes. Holds the solder fast—less paste required for a given job.

VAN CLEEF BROS.
Manufacturers
Rubber and Chemical Products
Woodlawn Avenue at 77th Street, Chicago

Dutch Brand FRICTION TAPE

Attach to Your Letterhead and Mail

VAN CLEEF BROS., Chicago
Please send me free samples of your Dutch Brand Friction Tape and Soldering Paste.

NAME.....

ADDRESS.....

CITY.....

Ettco

Quality Products

Quality Service Square Deal

Armored Cable
Flexible Steel Conduit
Non-Metallic Flexible Conduit

P.S. Write for our vest-pocket telephone directory.

Eastern Tube & Tool Co., Inc.
Brooklyn, N. Y.

SMALL STAMPINGS?

For Electrical and Radio Manufacturers

Specializing in

CUPS
SHELLS
FERRULES
LUGS
TERMINALS
FUSE PARTS

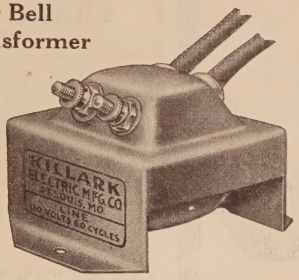
Adequate Facilities for Complete Assemblies

Daylight Factory—Modern Equipment

PATTON-MacGUYER CO.
Baker St. and Virginia Ave.
PROVIDENCE, R. I.

BLUEBELL

Door Bell Transformer



Approved—Guaranteed Advertised

Write for Prices

KILLARK
ST. LOUIS ST. LOUIS

KILLARK ELECTRIC MFG. CO.
3940-48 Easton Avenue, St. Louis, Mo.

OHIO MOTORS

Sleeve Bearing or Ball Bearing

Satisfactory motor service is after all the best reason why Ohio Motors are known by those who use them as the *Reliable* Motors.

The Ohio Electric and Controller Co.
5901 Maurice Avenue, Cleveland, Ohio

AGENTS and SALESMEN

Live salesmen in all electrical commodities can be located through the

"SEARCHLIGHT SECTION"

If you desire an agency or sales connection, use these columns.

8 cents a word. *Minimum $2.00 an insertion.*

0129

You'll like *this*

about a Hartford time switch—

The special marine type eight-day clock movement manufactured exclusively for the Hartford Time Switch by the Seth Thomas Clock Company, has been strengthened and improved to an extent which insures accurate and lasting service.

* * *

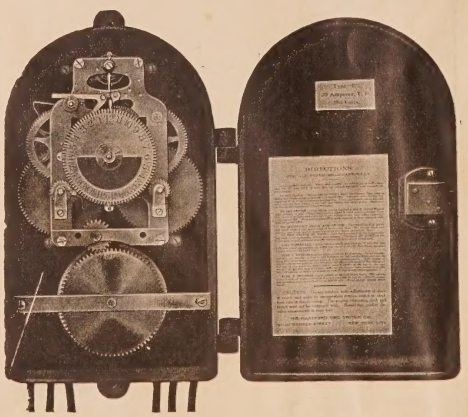
The Hartford Time Switch embodies more real and lasting value than has ever before been offered in any automatic time switch.

It is equipped with a new switch unit, equipped with extended terminals enabling the contractor to bring his conduit right up and coupling to the time switch case.

Improved packing and boxing methods insure the safe carrying of Hartford Time Switches to all parts of the world.

While the Hartford Time Switch costs more to build than ever before, there has been no advance in cost to you—on the contrary your profit has been increased.

There is a Hartford Time Switch in just the right type and capacity for every practical time switch purpose.



HARTFORD

Bulletins, Prices and Information on Request

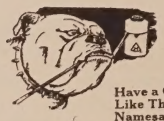
A. HALL BERRY
SOLE SALES AGENT
71-73 Murray Street, New York City

You get more for your money when you specify

TRADE MARK
Bull Dog
REGISTERED

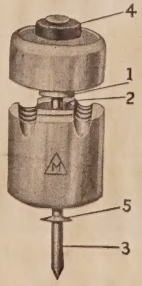
assembled

SPLIT KNOBS



Have a Grip Like Their Namesake

Bull Dog assembled Split Knobs are much more than just ordinary split knobs. In addition to great care being taken with the process of manufacture and the materials that go into them they have special features. These features were adopted after a careful study of the requirements of split knobs in actual use. For instance, there is the feature of having the projection on the top piece and the depression in the bottom piece. The top piece is the smaller of the two pieces and is subject to hammer abuse. Therefore it is easy to see that Bull Dog Split Knobs have less breakage because the top piece is reinforced with the projection. There are other features too; we list them as follows:



the five features:

1. Centering projection on the top, strengthening the point of greatest strain.
2. Recess in the bottom piece. Most other knobs are recessed in the top, weakening the knob at a point of great strain.
3. Cement coated nail, ¼ inch longer than nail usually used.
4. Genuine leather washer. Not fibre.
5. Metal washer on nail. Does away with crimping which weakens the nail.

Send for catalogue showing our complete line of standard porcelains.

ILLINOIS ELECTRIC PORCELAIN CO.
MACOMB, ILLINOIS

The Screws Can't Come Out

SHERMAN

Fixture Connectors

Cross Section Showing Bridge

End View

PATENTED
APPROVED

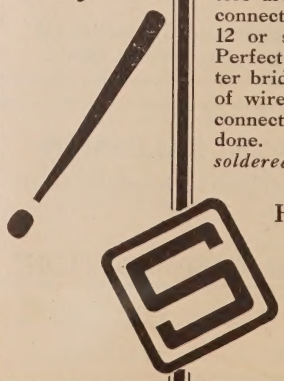
You'll never try to do it any other way

You'll never try to make an electrical connection any other way, once you try this improved Sherman Solderless method.

The minute you get your hands on a Sherman Fixture Connector — the minute you see its many advantages, its economy, you'll say Sherman every time.

Contractors and electricians find this connector saves more than its cost on any job. Why bother with the old way when you can do it better and quicker with Sherman Fixture Connectors.

Sherman Fixture Connectors are perfect solderless connectors, for all wire No. 12 or smaller. All brass. Perfect conductivity. Center bridge prevents mix-up of wires. Simply tape the connector and the job is done. ***No more wasteful soldered joints.***



H. B. SHERMAN MFG. CO.
Battle Creek, Mich.

Write for a Sample

Your Jobber Can Supply You

Here it is!

The *New* Liberty "Flopper" Toaster

Created by Liberty to fit and fill a waiting market of 10,500,000

No basket to turn,
No doors to drop,
Just push the toast,
And see it flop.

STATISTICS show that of 12,000,000 wired homes, approximately, 1,440,000 have electric toasters—a mere 12%.

10,560,000 homes with electric service—but *no toasters.* Nearly 9 out of 10 homes without toasters. *Think of it!*

Liberty is quality-built and priced to S-E-L-L

The new Liberty "Flopper" Toaster, beautifully designed and finished, is most unique in construction and operation. Made of 20-gage cold rolled steel, heavily nickeled, nicely polished, and equipped with a genuine Nichrome heating element. Vertical suspension of this heating element between two refractory supports insures even heat distribution and maximum life.

No springs—no moving parts to get out of order. Bread is removed from bread rack by pressing bread in at bottom. Racks, measuring 5 x 5½ inches, accommodate two *extra* large slices of bread, which may be cut to any desired thickness.

Wire or write your jobber for a rush shipment of Liberty "Flopper" Toasters—before your competitor does—they S-E-L-L!

The Liberty Gauge & Instrument Co.
6621 Euclid Ave., Cleveland, Ohio

West of Rockies....$3.15

$2.85

SPECIFICATIONS

Made of 20-gage bright cold rolled steel, heavily nickeled, beautifully polished. Heating element is genuine Nichrome wire suspended between two refractory supports

Size: 7¼ *in. high;* 6½ *in. wide;* 4 *in. deep. Bread rack* 5½ *in. wide,* 5 *in. high.*

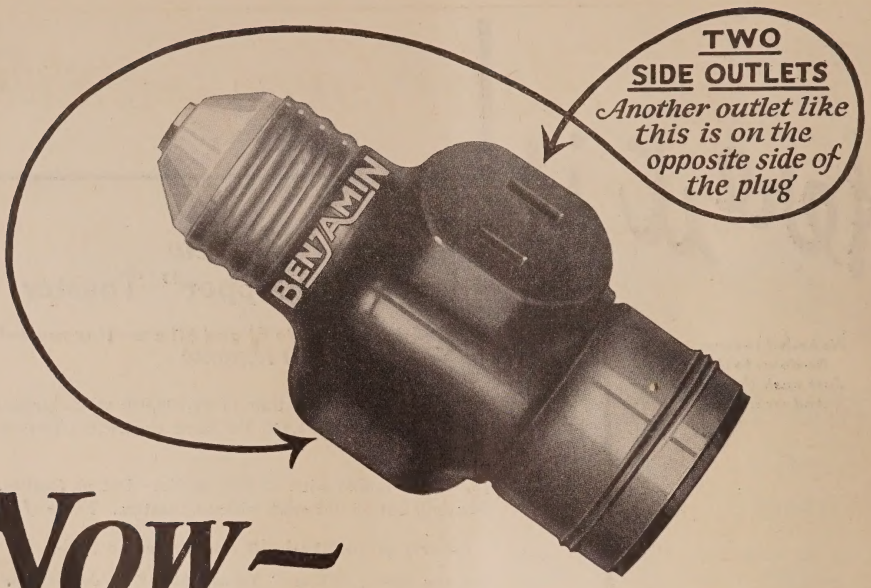
Equipment: 6 *ft. connection cord and standard two-piece attachment plug.*

Capacity: 110-120 *volts, A. C., or D. C.,* 500 *watts.*

Packed: Attractive individual cartons; cases 12 *and* 24; *weight* 36 *and* 71 *pounds respectively; individual weight* 2 *lbs.,* 11 *oz.*

Liberty "Flopper" Toaster

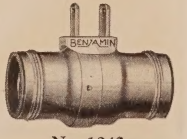
LIBERTY USERS BECOME APPLIANCE BOOSTERS



NOW—
—A New Three-Way Plug

Another improvement in multi-plugs—as Benjamin makes them. The new No. 1083 is the latest addition to this popular line—a real sales-getter and register-ringer! It provides two side outlets for prong caps and a lamp or cord outlet at the bottom. It is exceptionally neat—a utility that can be used in the dining room for the extra electrical appliances. And it is sturdy and rugged enough to withstand long years of hard service in an office, garage or machine shop. A handy device for uncountable uses, in scores of places. Displayed on your counter it will sell itself—bring in extra sales without your attention.

No. 1080



No. 1042

No. 122

No. 77

The Benjamin line of Two-Way Plugs not only fills every need of your customers, but also meets their desire for economy and quality. The turnover is better than usual and the profits big enough to encourage dealers to push the line. The new Benjamin display stands attractively tell the story of the plugs' utility and beauty, and thus suggest the necessity of the plugs, to customers, with more salesforce and in less time than a clerk could employ.

Benjamin Electric Mfg. Co.

120-128 S. Sangamon Street
Chicago

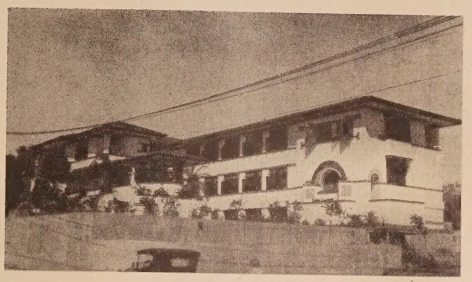
247 W. 17th Street
New York

448 Bryant Street
San Francisco

BENJAMIN

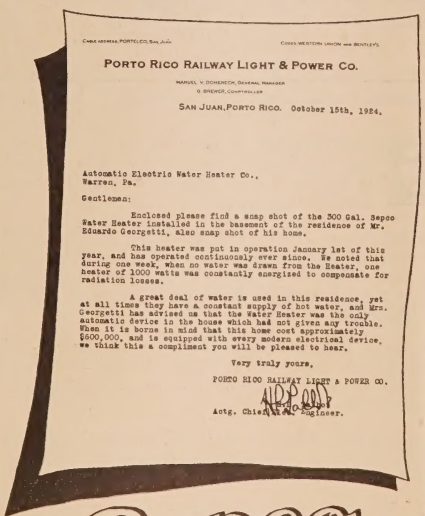
Sepco "Makes Good" everywhere

Investigate the Possibilities of the Sepco Water Heater Load—NOW!



$600,000 *Electrical Home equipped with SEPCO*

Here's what a dealer says:



PORTO RICO RAILWAY LIGHT & POWER CO.

SAN JUAN, PORTO RICO. October 15th, 1924.

Automatic Electric Water Heater Co.,
Warren, Pa.

Gentlemen:

Enclosed please find a snap shot of the 300 Gal. Sepco Water Heater installed in the basement of the residence of Mr. Eduardo Georgetti, also snap shot of his home.

This heater was put in operation January 1st of this year, and has operated continuously ever since. We noted that during one week, when no water was drawn from the heater, one heater of 1000 watts was constantly energized to compensate for radiation losses.

A great deal of water is used in this residence, yet at all times they have a constant supply of hot water, and Mrs. Georgetti has advised us that the Water Heater was the only automatic device in the house which had not given any trouble. When it is borne in mind that this home cost approximately $600,000, and is equipped with every modern electrical device, we think this a compliment you will be pleased to hear.

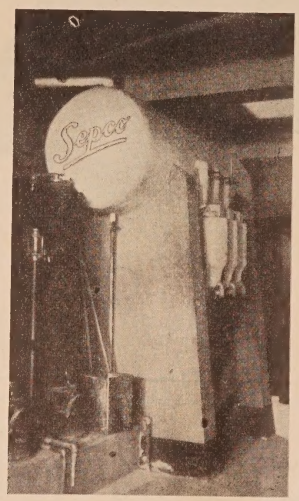
Very truly yours,

PORTO RICO RAILWAY LIGHT & POWER CO.

Actg. Chief Engineer.

Sepco

AUTOMATIC ELECTRIC WATER HEATER



SEPCO 300-Gallon Installation

There's a SEPCO for every Hot Water Requirement—let us hear yours.

Our Experienced Engineers will gladly solve your problem

Branch Offices:

Boston, Mass., 88 Broad Street
New York, 145 West 45th St.
Philadelphia, 2401 Chestnut St.
Washington, D. C., 1115 Conn. Ave.
Birmingham, Ala., Age Herald Bldg.
San Francisco, 55 New Montgomery Bldg.
Buffalo, N. Y., Buffalo General Electric Bldg.
Detroit, Mich., Fort & Beaubian
Dallas, Texas, 215 Browder St.
Orlando, Fla., 917 Ridgewood Ave.

AUTOMATIC ELECTRIC HEATER COMPANY

Main Office and Plant: **Warren, Penna.**

One motion beats two—

This is our big story to the trade — and it has brought home the bacon.

The Circle F line is full of new wrinkles that cut down the number of operations in wiring a job.

Another big point—parts are made interchangeable wherever possible. Send for our catalog if you want to see some real short-cuts in wiring!

GUARANTEED WIRING DEVICES F

Circle F Mfg. Co.

Successors to E. H. Freeman Electric Co.

Trenton, N. J.

SOMEWHERE in the field there is an alert, neat-appearing, aggressive chap who is ready to step into your business to stimulate and increase your sales.

He is an affable and interesting fellow; his enthusiasm is contagious, and every word he speaks means business. He uses electrical appliances in his own home, and knows them from their manufacture to their uses in the household.

He reads *Electrical Merchandising* regularly — the livest business paper of the electrical trade—and keeps himself minutely posted on the newest selling ideas from its text.

In short, he is a real "Go-Get-It" electrical appliance salesman, and he means increased sales to the organization that offers him the opportunity to expand.

He's the man you're seeking — you can reach him through an advertisement in the

Searchlight Section
of
Electrical Merchandising

He's looking at these advertisements NOW for his big chance.

EM-1

Every Piece Insured! This Tag Is Your Policy

EVERY Moe-Bridges Fixture carries with it this Guarantee Tag. It's our warranty that the piece to which it is attached is free from defects — in material, workmanship and finish — that it is in every respect "as represented."

This tag is your insurance policy — if anything is wrong we make it right. *"You can't pay for them unless you're perfectly satisfied."* And every Moe-Bridges Dealer knows that we mean that and live up to it.

Think what it means to have this Guarantee back of you. You can sell with confidence. You know that we will make good any defect — cheerfully and promptly.

But it means far more than that. It means that our goods must be right, or we couldn't afford to stand back of them. Modern equipment and facilities — skilled workers — standardized production — experienced management — are the reasons *why* our products are right.

Moe-Bridges Fixtures always sell. Because they contain a big worth for a fair price. Because they are popular. And because they are profitable to every live dealer. Our attractive margin and active cooperation take care of that.

If you haven't already received your copy of our Number 25 Fixturebook, send for it now. Contains all the new items.

Our Guarantee
—Your Assurance

WE are proud to have this Lighting Equipment identified as ours. This tag is attached with the feeling of satisfaction that comes to an artisan upon the completion of a piece of work faithfully executed.

Being made as well as we know how, we guarantee the Quality of its Materials, the Perfection of its Construction and the Permanency of its Finish.

MOE-BRIDGES CO.
MILWAUKEE
NEW YORK SAN FRANCISCO

The Moe-Bridges Guarantee

This Guarantee Tag accomplishes three things. It identifies the Fixture. It sets forth the price. It guarantees absolute satisfaction to your customers.

MOE-BRIDGES COMPANY

MILWAUKEE
FACTORY & HOME OFFICE

NEW YORK DETROIT SAN FRANCISCO

Finished in Gold Rose Inlay

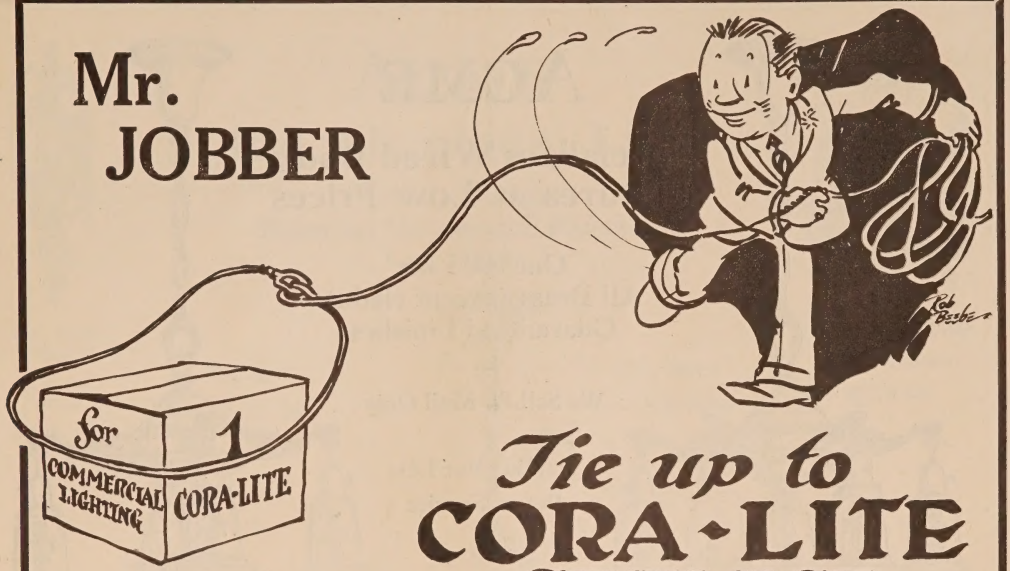
THIS IS NOT A WROUGHT IRON FIXTURE *but* ALL BRASS

One-inch Fluted Flat Brass Tube rolled in our own mills. No unsightly exposed wiring.

Liberal proportions suitable for larger rooms. Made in 3 and 5-Lights. Candle and Ball Lamp Type. List, Wired, **$35.00.**

DALLAS BRASS & COPPER CO., 820 *Orleans St.*, CHICAGO, ILL.

Mr. JOBBER



Tie up to CORA-LITE SERVICE

WHY PEDDLE GLASS?

WHY STAY AMONG CHEAP COMPETITION?

SELL ILLUMINATION

Advertise:—

Your Own Company—By Your Own Unit

Tie up with

CONSOLIDATED SERVICE

Wire or write us regarding our

SPECIAL JOBBERS UNIT

Consolidated Lamp & Glass Co.

CORAOPOLIS
NEW YORK, N. Y.
15 E. 18th St.

SALES OFFICES:
CHICAGO, ILL.
17 N. Wabash Ave.
BOSTON, MASS.
164 Federal St.
LONDON, ONT., 113 Wortley Road

PENN'A.
LOS ANGELES, CAL.
351 Pacific Electric Bldg.

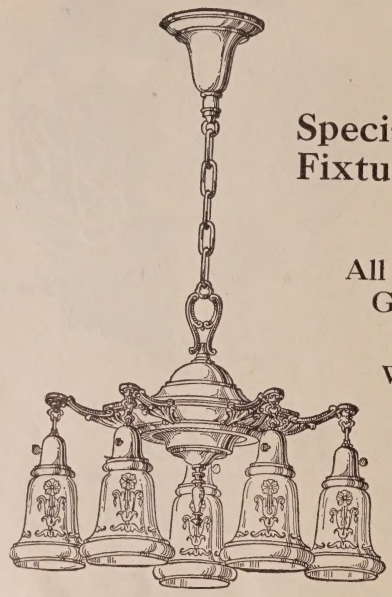
ACME

Specializes Wired Body Fixtures at Low Prices

Our 600 Line
All Brass (except chain)
Guaranteed Finishes

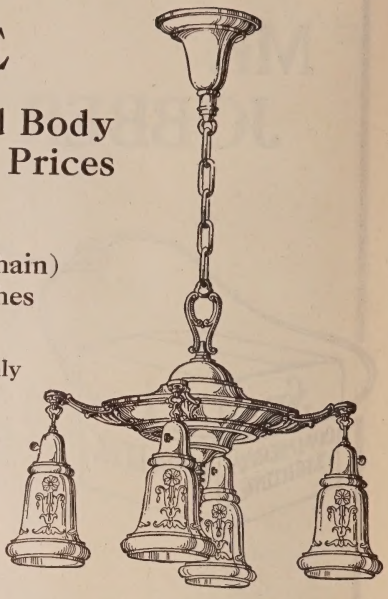
We Sell By Mail Only

You Buy For Less
Better Service



No. 605D—WIRED
With Key Sockets
Spread 17 in. **$4.50 each**

Staple fixture parts and specialties are shown in our monthly bulletins. Send us your name for our mailing list.



No. 604D—WIRED
With Key Sockets
Spread 16 in. **$4.00 each**

Order By Mail

Save the Difference

No. 605½—WIRED
With Keyless Sockets
Spread 17 in. **$4.50 each**

NET PRICES
WIRED BODY FIXTURES

605-D—5 Lt. Drop	Ea.	$4.50
605-C—5 Lt. Candle	Ea.	4.75
605½—5 Lt. Ceiling	Ea.	4.50
604-D—4 Lt. Drop	Ea.	3.75
604½—4 Lt. Ceiling	Ea.	4.00
603-D—3 Lt. Drop	Ea.	3.00
603½—3 Lt. Ceiling	Ea.	3.00
602-D—2 Lt. Drop	Ea.	2.25
601-D—1 Lt. Drop Brkt.	Ea.	.75
601-C—1 Lt. Candle Brkt. Pull Socket	Ea.	1.25
600—1 Lt. Pendant, Not Wired	Ea.	.45

Browntone and Gold
Gray and Gold Finishes

No. 601D—
WIRED
With Key
Socket
Not Less Than 6
75c each

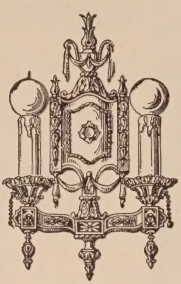
ACME MANUFACTURING CO.

2114 Woodland Avenue CLEVELAND, OHIO

No. 411C
WIRED
With Pull Sockets
$2.75 each

ACME
400 Aluminum Line

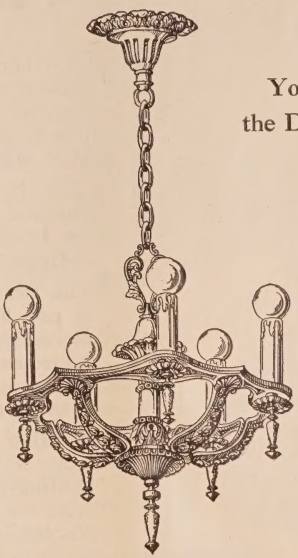
Artistic Designs
Beautiful Polychrome Finishes
Low Prices



No. 412—WIRED
With Pull Sockets
$3.75 each

We Sell
By Mail Only

You Save
the Difference



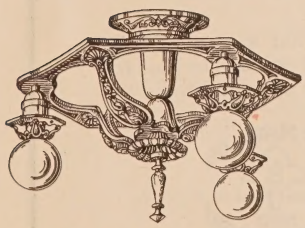
No. 405C—WIRED
Spread 18 in. $8.75 each

Our
Monthly Bulletins
Will Help You Sell
Send Us Your Name
For Our Mailing List

Do Your Own Buying

Acme Features:
Selected Lines
Large Production
Low Prices
Immediate Delivery

Order By Mail

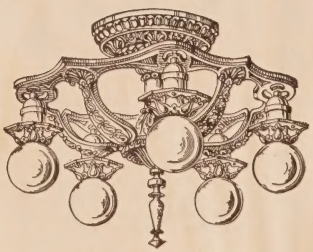


No. 403½—WIRED
With Keyless Sockets
Spread 13 in. $4.50 each

NET PRICES
WIRED FIXTURES

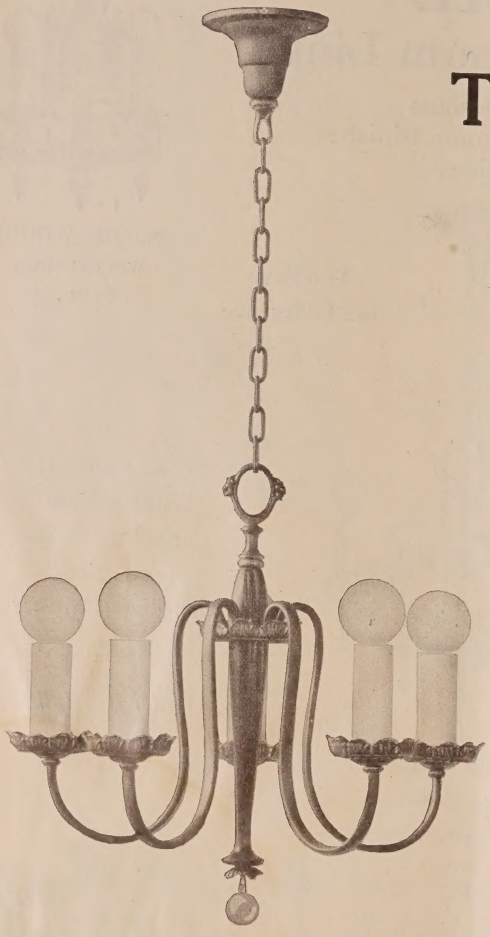
405-D—5 Lt. Drop	Ea.	$8.75
405-C—5 Lt. Candle	Ea.	8.75
405½—5 Lt. Ceiling	Ea.	8.25
403-D—3 Lt. Drop	Ea.	5.00
403-C—3 Lt. Candle	Ea.	5.00
403½—3 Lt. Ceiling	Ea.	4.50
402-D—2 Lt. Drop	Ea.	3.50
402½—2 Lt. Ceiling	Ea.	3.00
401—1 Lt. Ceiling	Ea.	1.10
400—1 Lt. Pendant	Ea.	1.50
411-D—1 Lt. Drop Brkt.	Ea.	2.50
411-C—1 Lt. Candle Brkt.	Ea.	2.75
412-C—2 Lt. Candle Brkt.	Ea.	3.75

Finishes Florentine Poly Silvertone Poly
Antique Ivory Poly



No. 405½—WIRED
With Keyless Sockets
Spread 18 in. $8.25 each

ACME MANUFACTURING CO.
2114 Woodland Avenue CLEVELAND, OHIO



No. S7-113

Length 42 inches. Spread 16 inches. Keyless sockets and candles. Oval tube arms. Antique and blast, high lighted, finish. Completely wired and ready to install, except for lamps. Can be furnished, also, "not wired" if desired. Shipment in 24 hours after receipt of order.

Twice around the clock

—24 hours from the time your order is received at the Beardslee factory—this chandelier, completely wired and ready to install, will be on its way to you.

This is only one of several hundred chandeliers and brackets listed in the new 24-HOUR SHIPMENT CATALOG (S-7).

The Beardslee 24-hour service is not limited to one or two pieces but covers a wide and varied assortment of home lighting equipment and commercial lighting units.

Whether your order calls for a pair of brackets or complete lighting equipment for a home, store or office, you can rely absolutely on shipment within 24 hours after your order is received at the Beardslee factory if the fixtures ordered are selected from the Beardslee S-7 catalog.

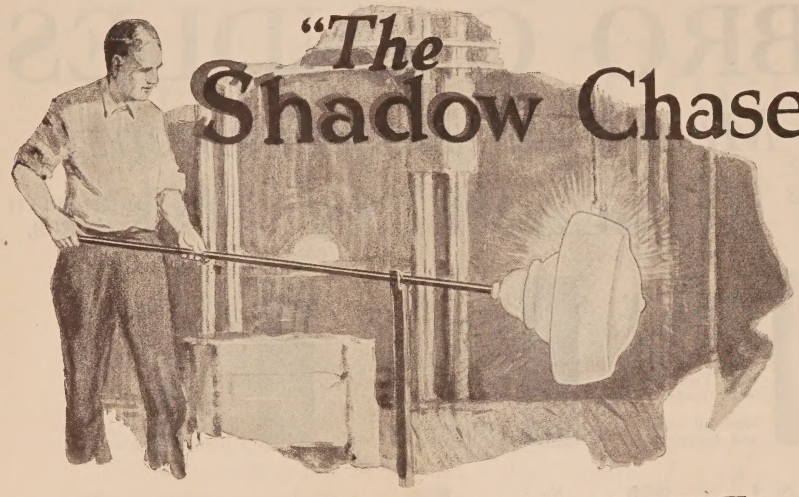
If you have not a copy of this catalog on file we shall be glad to mail you one on request.

THIS MARK ON ALL CHANDELIERS
B TRADE MARK REGISTERED U.S. PAT. OFF.

Beardslee Chandelier Mfg. Co.

223 South Jefferson St., Chicago

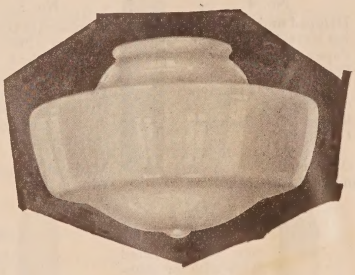
"The Shadow Chaser"



THE fastidious care with which MONAX GLASS is inspected to assure perfection is in direct line with the manufacturer's conception of its service. MONAX GLASS, the "Shadow Chaser," is recommended as an unsurpassed medium for supplying homes, offices, factories and commercial buildings with better and more profitable *light*.

In providing such light, MONAX itself serves humanity; by spraying a healthy light *uniformly* in all directions it not only permits clearer vision but helps to conserve the nation's eyesight. Likewise the Contractor-Dealer who advocates MONAX co-operates in the broad, service-giving policy of the manufacturer, and, as a "Shadow Chaser" himself, shares in the reward of larger sales and increased profits.

Macbeth-Evans Glass Company
(Eastern Division)
CHARLEROI, PENNSYLVANIA



MONAX No. 5130
A globe often chosen for school, office, store and factory lighting. Scientifically correct. Easy to clean.

MONAX GLASS
for Commercial Lighting

"Notice the CANDLES on Lighting Fixtures"

FIBRO CANDLES

To Meet Your Requirements

IT PAYS TO USE THEM

"SEAMLESS"

STANDARD WITH LEADING MFRS.

No. 1
Enameled (Sprayed) and Antiqued or Special Colors with Drip on impregnated warp-proof Fibre Tube "Seamless" Grade "A."

Made all lengths and diameters.

No. 2
Enameled (Sprayed) and Antiqued or Special Colors with Drip on Fine Die Drawn Insulating Paper Tube. "Seamless" Grade "B."

Made all lengths and diameters.

No. 3
Enameled (Sprayed) and Antiqued on Paper Covered Tube made especially for the Cheaper Lines. Shows Seam, NOT Seamless. Grade "C."

Only made 4-in. long and 1¼-in. inside diameter.

No. 4
Dripped and Antiqued but NOT Enameled on Paper Covered Tube. For the Cheaper Lines where price is the only consideration. Shows Seam, NOT Seamless. Grade "F."

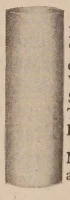
Only made 4-in. long and 1¼-in. inside diameter.

No. 5
Furnished in Grades "A" or "B" for Candelabra Pull Chain or Keyless Porcelain Sockets. Diameters ⅞-in. i. d. x 1-in. o. d. "Seamless."

Made all lengths, 1-in. to 18-in.

No. 6
Furnished in Grades "A" or "B" but for small Porcelain Candelabra Keyless Sockets. Diameters ¾-in. i. d. x ⅞-in. o. d. "Seamless." Any Finish. Plain or Drip.

Made all lengths, 1-in. to 18-in.



No. 7
Furnished in Grades "A" or "B" Enameled (Sprayed,) White, Ivory or Special Shades, Tinted or Antiqued Plain "Seamless."

Made all lengths and diameters.

No. 8
Same as No. 5 but new style Tapered Top with or without Drips. Taper similar to Porcelain Candles. One piece "Seamless" Grades "A" or "B."

Made in lengths, 1-in. to 5-in. only.

No. 9
New Style Taper same as No. 8 but without Drips, Any Finish. Diameters ⅞-in. i. d. x 1-in. o. d. "Seamless" Grades "A" or "B."

Made in lengths, 1-in. to 5-in. only.

No. 10
New Style Tapered Top, Standard Diameter, Edison Base, Any Finish, with or without Drips. "Seamless" Grades "A" or "B."

Made in lengths, 1-in. to 5-in. only.

WE MANUFACTURE THE COMPLETE LINE

¶ Apart from their superior appearance Fibro "Seamless" candles are made only of **High Grade Insulating Paper** or **Specially Impregnated Fibre** and are the only candles approved for this purpose. Cheap spiral tube imitations made of chipboard or strawboard have **no** insulating qualities and are liable to cause shorts circuits and fires with consequent losses.

Therefore insist on Fibro "Seamless" Enameled Candles

Sole Manufacturers **FIBRO PRODUCTS CO.** *Samples and Prices on Request*

NEW BEDFORD, MASS.

NEW YORK OFFICE: 173 LAFAYETTE STREET

COMPLETE NEW YORK STOCK CARRIED

Telephone Canal 9125

We Know Them by Their Light!

IF YOU stood on a lonely country roadside, far from the glaring street lights of the city, and gazed into the purple dome of heaven, you would look upon the self-same panorama of beauty that the old Phoenician traders saw, thousands of years ago, on those old forgotten nights when they s a i l e d their fragile barks into the harbors of Nineveh and Tyre. There in the East, hanging low on the horizon, is the mystic constellation of the Pleiades, still twinkling in illusory intimations; the belted Orion yet glows with its pristine glory and Ursa Major fills the heaven with his splendor, as of old; there are the nebulous constellations of the Milky Way s t r e t c h i n g, in a mighty arc, from rim to rim of the Universe. And so with a glance at those twinkling points of light, you can call the stellar roll call of the heavens.

And now as you turn your footsteps, homeward, t o w a r d the twinkling lights of the distant city, glare of man-made illumination is in your eyes and the stars fade away, drowned in the glowing lights that stream from store and bank and office. If you know your earth lights as you know those of the heavens, you will recognize instantly where Hyperion Glass is the medium of illumination. If the light you see is shadowless and glareless, voluminous in quantity and unexcelled in quality—be sure it is Hyperion.

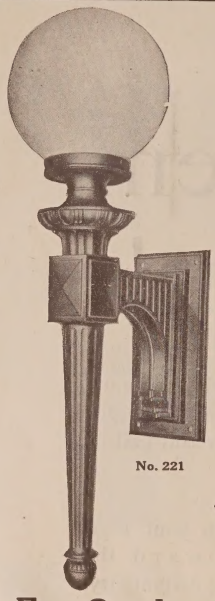
For like the stars that shine above:
WE KNOW IT BY ITS LIGHT

HYPERION GLASS IS SUPERIOR GLASS

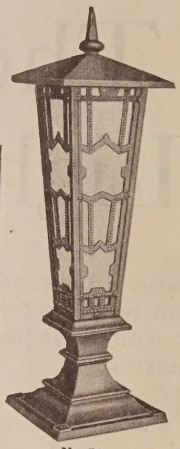
Gill Glass Company, Inc.

Amber and Venango Sts., Philadelphia, Pa.

Better Outdoor Fixtures



No. 221



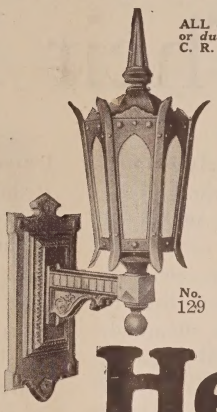
No. 58

There is a better HERWIG Outdoor Fixture for every home, golf and country club, public and industrial building. Wherever you go you will see HERWIG Fixtures supplying every outdoor lighting need.

Let us quote you on duplicating any of our fixtures in solid bronze.

Our Catalog No. 12 shows 150 numbers. It is free on request.

ALL our fixtures can be furnished in a dark green or *dull black finish* with cathedral amber, moss, or C. R. I. Glass Panels.



No. 129

No. 109

The Herwig Company
(Formerly The Herwig Art Shade & Lamp Co.)
1753-59 Sedgwick Street, Chicago, Ill.

For Outdoor Fixtures Cast-Metal

Herwig

Candle Fixtures Show Biggest Sales!

Old Ivory, drip

White and Cream

Candle type fixtures are making more money for manufacturers and dealers than any other kind!

And more

ELASTOID
SEAMLESS
CANDLES

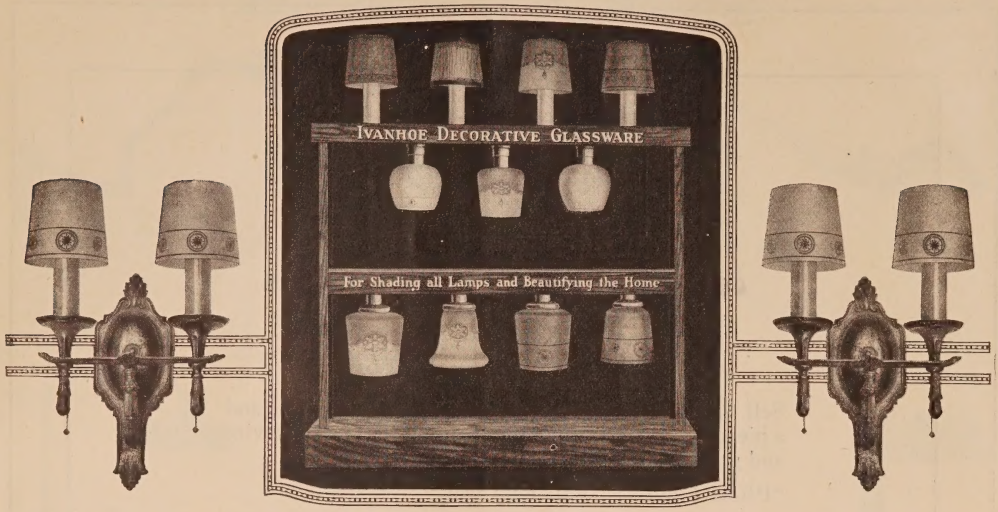
are being sold than ever before.

Orders directed to Elastoid command excellence in candles & service

Old Ivory, streaked and clouded ends

Old Ivory Wick Drip

ELASTOID FIBRE CO.
WALTHAM, MASS.



To Help You Sell More Glassware

THE Ivanhoe glassware display rack, illustrated above, will help you sell more glassware. It keeps eleven sample shades in sight at all times. It says to every customer, "Use Ivanhoe Decorative Glassware for shading all lamps and beautifying the home". It enables you to demonstrate glassware easily and quickly—and effectively. It helps you make sales. Read what Arthur E. Weisenberger, Liberty Electric Co., Cleveland, says about it:

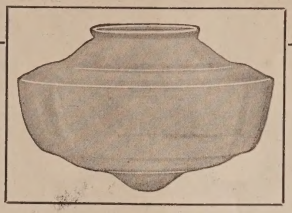
> "Our Ivanhoe Glassware Display Rack has proven its worth time and again. With the aid of this attractive display we have increased our sales of Ball Lamp Shades and of Candle Shades, as well as practically every kind of miscellaneous glassware, with practically no effort."

The Ivanhoe glassware display rack will do the same for you. It will help you make 1925 your biggest and most profitable year. Get our complete proposition from your nearest Ivanhoe distributor or from us direct. Write today.

IVANHOE DIVISION
of The Miller Company
Cleveland, Ohio

IVANHOE
LIGHTING GLASSWARE
A Miller Product

THE Ivanhoe glassware display rack is offered to live dealers at less than cost. The rack, completely wired and equipped as illustrated, with 6 feet of lamp cord and eleven sample shades, costs you only $16.75, f.o.b. Coshocton, Ohio. *Order this silent salesman today.*



"PEARLTONE"

Registered

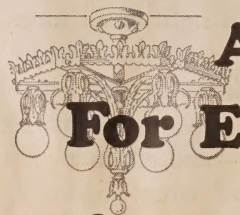
"The Glare Eliminator"

Sell "GOOD LIGHTING"—not merely a fixture and a piece of glass, but something that will render a service and give the best results attainable.

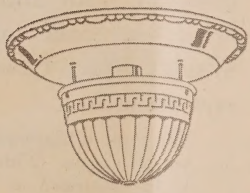
"PEARLTONE" will help you.

Chicago Show Room, 17 N. Wabash Ave.

GILLINDER BROTHERS, Inc.
Port Jervis, New York



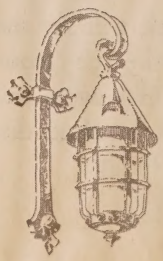
A Guth Fixture For Every Lighting Need



Over One Million Brascolites In Use

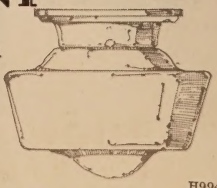
Largest Manufacturers of Lighting Fixtures

Write For Catalogs



The EDWIN F. GUTH COMPANY
DESIGNERS · ENGINEERS · MANUFACTURERS

Lighting ST. LOUIS, U. S. A. *Equipment*

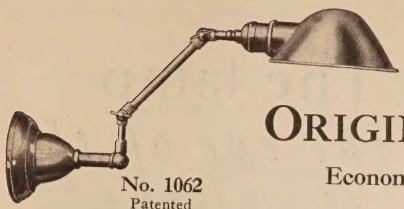


Formerly The St. Louis Brass Mfg. Co., and The Brascolite Co.
Branch Offices (Sales and Service) in Principal Cities.

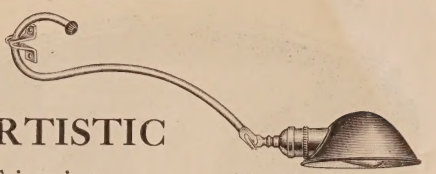
H994

"Notice the Lighting Equipment"

175



No. 1062
Patented



No. 14

ORIGINAL ARTISTIC

Economical Fixture Trimmings

WE ARE

Designers, Modelers and Manufacturers of

BRASS FITTINGS

Spun and Stamped Brass Goods, Automatic Brass Turnings, Brass, Bronze and Aluminum Castings of All Kinds, Parts for Fixture Manufacturers and Dealers, Adjustable Brackets, Portables, Verdelites, Metal Shades and Reflectors.

No. 3661
Patented

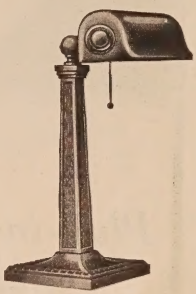
"Notice the Lighting Equipment"

FARIES

Est. 1880

FARIES MANUFACTURING CO.

Decatur, Illinois, U. S. A.



No. 3230
Verdelite Patented

Design 1000 Bracket with 21-in. Octagonal Lantern.

Design 864 Newel with 18-in. Octagonal Lantern.

BIG PROFITS to Jobbers Dealers Contractors

Who sell the country's most complete line of Entrance Standards, Brackets and Newels.

Send for this Book No. 54 and our sales proposition.

The Union Metal Mfg. Co.

Canton, Ohio

UNION METAL

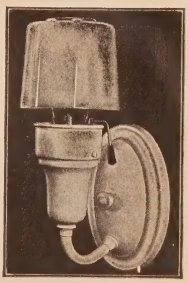
EXTERIOR LIGHTING FIXTURES

Entrance Standards · Brackets · Newels

The TURNLO

Hall and Bathroom Bracket

A Gentle Glide of the Lever
Turns the Light On or Off
and Makes it
Brighter or Dimmer by Degrees



No. 600

Economical in use
Correct in design
Consistent in finish
Extremely well made
Easy to install
Quiet in operation
100% satisfactory

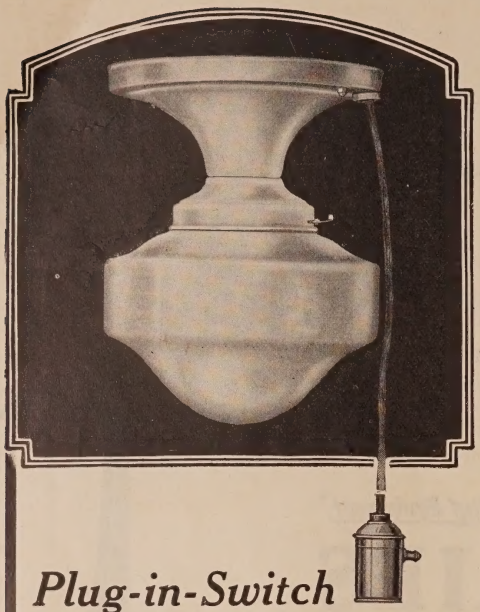
Instantly Appeals to the Customer

Furnished in Three Finishes

WHITE ENAMEL—IVORY—BR. BRASS

Send for circular and discount sheet covering our complete line of Turnlo Brackets and Portables

ELECTRIC UTILITIES MFG. CO.
314 Adams Ave., Scranton, Pa.



Plug-in-Switch and Everything!

A bigger and better Kitchen Unit with permanent porcelain enamel finish.

Ready to install!

Don't waste time assembling a substitute—buy and sell the Quad Quality Unit with the handy Plug-in-Switch. (Furnished nickel plated or moulded composition if specified).

Really the most practical Kitchen Unit you ever saw!

To Dealers

$3.00 each net

With Glassware in Dozen Lots

$2.21

Without Glass

Order a Sample in a Carton

Get the details on prices and discounts. Complete units conveniently packed in individual cartons.

QUADRANGLE MFG. CO.

553 W. Monroe Street

CHICAGO

QUAD KITCHEN UNIT

The lamp *is the eye of the flashlight*

Price of cabinet $1.50 Pacific Coast territory $1.60

Lamp-testing device

FLASHLIGHTS with "misfit eyes" do not give satisfaction—and, you cannot sell batteries to owners of blind flashlights. Repeat battery sales are profitable to you, so keep the flashlights in your locality in service by selling Eveready-Mazda Flashlight Lamps, the correct lamp for every flashlight. Eveready-Mazda Flashlight Lamps are especially designed for flasnlight service.

Ask your jobber.

NATIONAL CARBON CO., INC.
New York San Francisco
Atlanta Chicago Dallas Kansas City
Canadian National Carbon Co., Limited
Toronto, Ontario

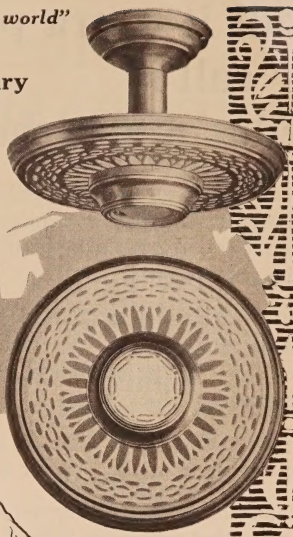
EVEREADY
MAZDA
FLASHLIGHT LAMPS

"The greatest train in the world"

The Twentieth Century Limited

"The greatest light in the world"

The Twentieth Century Lite



CLASS OF SERVICE	SYMBOL
Telegram	
Day Letter	Blue
Night Message	Nite
Night Letter	N L

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

RECEIVED AT

213MG BGB 64 8 EXTRA

GY MEMPHIS TENN 430P FEB 5 1925

HERMAN PLAUT PRES.
L PLAUT AND CO 434 EAST 23 ST NEW YORK N Y

AFTER CAREFUL STUDY AND EXPERIMENTATION WITH SAMPLE OF YOUR NEW TWENTIETH CENTURY LITE WE TAKE PLEASURE IN ADVISING YOU THAT WE WILL ADOPT THIS LIGHT FIXTURE FOR THE SIX HUNDRED AND TWENTY FIVE BED ROOMS OF OUR NEW HOTEL PEABODY STOP WE ARE GREATLY IMPRESSED WITH THE BEAUTIFUL ILLUMINATION AND HOME LIKE ATMOSPHERE SECURED WITH THIS LIGHT

A L PARKER
VICE PRESIDENT AND GENERAL MANAGER
MEMPHIS HOTEL COMPANY

546P

L. Plaut & Co., Inc.

432-434 East 23rd St.
New York

Call it extra profit or call it reduced overhead—

Every time you sell a specialty across the counter you make a clear profit. Call it profit or call it reducing your overhead, — its good business.

Play-O-Lite the piano lamp is a big success for this purpose. It carries its own sales story to the customer. Its appeal is universal.

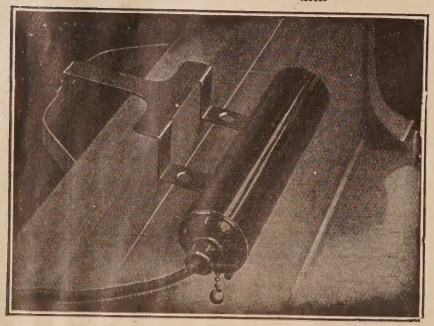
A piano lamp that slips on or off the piano without tools, without scratching.

A handsome little lamp especially essential where rooms are lighted with floor and table lamps.

SELLS FOR

$5

WITH A HANDSOME PROFIT



PLAY-O-LITE

Send for this proposition (without obligation) and get the Play-O-Lite on your counter working for you!

A. HALL BERRY, Sales Agent
71-73 Murray St., New York City

There's a

Kodalak

for every purpose

Whether you are making fans, motors, radio equipment or lighting fixtures, the buyer demands a durable and beautiful finish on your goods.

Kodalak is our trade mark for a series of finishes upon which years of testing and development have been spent. This series includes lacquers for dipping, lacquers for spraying; black lacquers in a variety of lustres; lacquers for metal and lacquers for wood.

Each finish is backed by our laboratories, to insure dependably uniform quality and to help you select the best Kodalak for your individual need.

Tell us your problem.
We'll be glad to help.

Eastman Kodak Company
Chemical Sales Department
Rochester, N. Y.

Lamps for *profit*—

Buy to advantage—*sell* to advantage!

For turnover sales, buy lamps on a turnover basis.

As lamp specialists, we have an attractive proposition for you.

Write for details.

Charles R. Ablett Co.
Lamp Specialists for Twenty Years
199 Fulton Street, New York City

The unit for SALES

and the unit for PROFIT

You can sell this new unit to *any* store by showing its great light output and the current it saves!

The proof lies in the thousands already sold replacing large fixtures consuming double the current and giving off much less light.

This is a handsome fixture and a highly efficient one. Equipped with its own ceiling, the Alabaster glass throws a splendid soft light, with negligible absorption.

Its low price makes sales easy and profits very worth while.

This unit gives you a big opportunity. Write today for sample, and for prices! Boxed Individually.

NEW YORK GAS & ELECTRIC FIXTURE SUPPLY CO.
146 Bowery, New York

Meet all ceiling conditions with one unit—

Planetlite's light output of 82% (by test) is the same under all conditions because the Planetlite is *independent* of conditions. It has its own ceiling.

Planetlite gives more light, and softer light.

And this high efficiency is achieved on considerably lower wattage.

These six styles harmonize with all decorative schemes, too. Whether it's an office, a tea room, a theatre, store, automobile showroom, church or any other, there's a Planetlite to get the business—on the basis of efficiency, beauty and economy!

FREE TO CONTRACTORS AND DEALERS—

The handy Planetlite Sales Book, putting a new angle on the business of selling lighting. Send for it today.

DECORATIVE
Three Sizes

Model	Lamp
1024-D	100-150
1229-D	200
1432-D	300-500

Standard Finish Ivory. Glassware etched with Blue, Tan or Pink. Plain or regulation disc.

PLAIN
Four Sizes

Model	Lamp
718-P	75
1024-P	100-150
1229-P	200
1432-P	300-500

Standard Finish Ivory.

SPECIAL
Three Sizes

Model	Lamp
1024-S	100-150
1229-S	200
1432-S	300-500

Standard Finish Ivory or Orange, and Black. Regulation or plain disc.

ADAM
Three Sizes

Model	Lamp
1024-A	100-150
1229-A	200
1432-A	300-500

Finished as specified

REGULATION
Four Sizes

Model	Lamp
718	75
1024	100-150
1229	200
1432	300-500

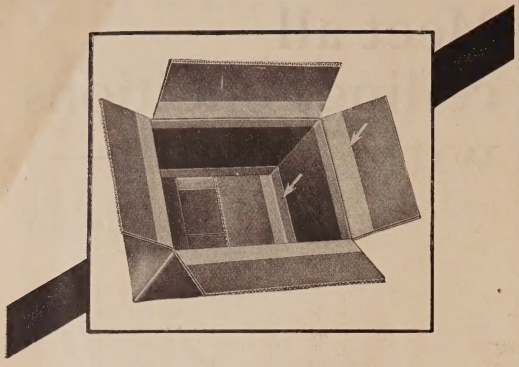
Standard Finish Ivory.

SUSPENDED OCTAGON
Three Sizes

Model	Lamp
1024-HR	100-150
1229-HR	200
1432-HR	300-500

Finish as specified. Four foot chain. With or without reflectors on top.

PLANETLITE Co. Inc.
342 Madison Ave., New York City



This Reinforced Box for Canners is a sample of what we can do for you

The patented construction of the Reinforced Corrugated Case, illustrated above, adds 55% to its carrying strength. This is one of many reasons why many of the largest shippers continue to use our shipping containers year after year.

We can serve *your* needs equally well. Our big production facilities —500 tons a day—enable us to meet any shipping schedule on orders of any size.

Five railroads, including four trunk line railroads having direct routes and service schedules to all points in the east and middle west, give us excellent shipping facilities out of Monroe.

Write Department "E" for interesting prices. Our trained package designer will gladly build samples to fit your goods.

CONSOLIDATED PAPER COMPANY
MONROE, MICHIGAN

Branch Sales Offices

BALTIMORE 502 Garrett Bldg.	CHICAGO Room 462 Wrigley Bldg.	KANSAS CITY 1401 E. 76th St. Terrace
BOSTON 80 Boylston Street	CLEVELAND R-808 Prospect, 4th Bldg.	NEW YORK 39 Cortlandt Street
BUFFALO 811 White Bldg.	INDIANAPOLIS 508 Fidelity Trust Bldg.	GLENDFIELD, PA. A Suburb of Pittsburgh

A Cassidy Lamp

CASSIDY COMPANY, INC.
Designers and Manufacturers of Lighting Fixtures
101 PARK AVENUE, NEW YORK

ZELLAC

Specially for You

There is no better way of solving your finishing problem than to use lacquers that fit your needs with certainty.

Therefore, ZELLAC!

You can use Zellac with every assurance of its serviceability, uniform quality and economy, *as applied to your particular work,* because Zellac is made specially to fit your individual requirements.

Let us work with you for superior finishing.

ZELLER LACQUER MFG. CO.
342 Madison Ave., NEW YORK

Stockrooms and Offices at
CHICAGO: 551 W. Lake St.
LOS ANGELES: 786 Ceres Ave.
SAN FRANCISCO: 67 Steuart St.
DENVER: Ormor Sales & Supply Co., 1428 Court Place, Distributors.

ZELLAC

ZELLAC

·REG.U.S.PAT.OFF·
SUPERTRON
.A GOOD TUBE.
PRECISION 201A

Watch Supertron—
It's going to be the greatest sensation in the industry

Capital brains and grief, Oh, yes! it takes a lot of grief to eventually produce a good tube and then the tube is no better than the organization behind it—Supertron has proven both — Be sure it's a genuine Supertron — Look for the trademark.

NEW LIST
$3.00
ALL TYPES
New Liberal Trade Prices

Indeed a good tube verified to be so by a half million users and some of the best concerns in America. Supertron is a permanent tube — Not a fly-by-night proposition—Practicing a merchandising policy behind a trade mark that earned its high standing — Deservingly.

NEW LIST
$3.00
ALL TYPES
New Liberal Trade Prices

Each tube is rigidly tested by precision instruments and tried in Neutrodyne and Reflex circuits—Guaranteed to you without abusing the word "Guarantee" if you are selling Supertrons you know what we mean, if you are not let us prove it to you—Write—Wire—Phone—Now.

The best factory representatives communicate.

Supertron Mfg. Co., Inc. 32 Union Square New York

Something brand new in flashlights

The Only Light that leaves Both hands free

for every portable and flashlight purpose

—used by N. Y. Police!

Here's something brand new in electric flashlights!—

It's going to take flashlights out of pretty glass cases and put them on top your counter and in your window!

It's going to *sell* flashlights.

There's a big sales idea in the light, and all ready to be launched is an advertising campaign that will be made *your* campaign because it will be launched in your immediate locality.

It will make your store headquarters for a proposition offered your trade through *you*—a proposition that will first of all sell flashlights, and secondly bring you *another* profit about which we will give you details in the April issue of *Electrical Merchandising*.

If you choose, you can use the coupon below to get the light and full details at once.

Tear off and mail this coupon for the light, and details of the plan that will sell it!

The "Save-a-Life Lite" is not a novelty light. Proof of that lies in the fact that the police departments of New York, Quebec and 60 other cities have adapted the light and are using it night in and night out!

Big stores like John Wanamaker, N. Y., Gimbel Bros., Phila.; Marshall Field and The Fair, Chicago, and such jobbing concerns as Butler Bros., and Southern Equipment Co., are featuring it!

2 years guarantee—and 60-day Batteries (either Ray-O-Vac or Burgess)

Renowned Electric Products, Inc.,
1841 Broadway, New York City.

Send me one Save-a-Life Lite by C.O.D. mail, and details of the advertising campaign and proposition!

It is understood that the difference between the list price ($3 complete) and the quantity price will be credited me on my first order.

(ATTACH COUPON TO YOUR LETTERHEAD IF YOU CHOOSE)

Dealer's Name .....

Address .....

.....

©L.Jr.N.Y.25

Officially endorsed by N. Y. Police Dept. and many others.

Southern Electric Co.
BALTIMORE
Richmond Norfolk
Electrical Merchandise
Commercial and
Residential Fixtures
RADIO
"Southern Service Satisfies"

Good Work Requires Good Material
A few of our reputation builders—
Phillips OK W. P. and Parac R. C. Wires
Trumbull Switches
Belden Cords
Wagner Motors
Duncan Meters and Transformers
Hubbard Hardware and Pierce Specialties
Piedmont ELECTRIC CO.
Warehouses:
ASHEVILLE GREENSBORO
NORTH CAROLINA

DISTRICT OF COLUMBIA
National Electrical Supply Co.
1328-1330 NEW YORK AVENUE
WASHINGTON, D. C.
Distributors—Jobbers
Electrical Supplies
Radio Supplies
Automobile Accessories
Machinery and Mill Supplies
Established 1870

WHAT AND WHERE TO BUY

Electrical Appliances and Supplies Advertised in This Issue with Names of Manufacturers and Distributors

Accessories, Cable & Wire
A-A Wire Co., Inc.
Indiana Rubber & Insulated Wire Co.
New York Gas & Elec. Co.
Sherman Mfg. Co., H. B.
Simplex Wire & Cable Co.
Adapters
Curtis Lighting, Inc.
Frank W. Morse Co.
Pacent Electric Co.
Adapters, Vacuum Tube
McGill Mfg. Co.
Pacent Electric Co.
Adapters, Vase Lamp
Bryant Elec. Co.
Faries Mfg. Co.
Adjusters, Cord & Lamp
Frank W. Morse Co.
McGill Mfg. Co.
Advertising Devices, Electric
Flexlume Sign Co.
Renowned Elec. Products
Tork Co., Inc.
Advertising, Consumer, Magazines and Newspapers for, Agents, Mfrs. (See Jobbers)
Air Compressors, Electric
General Electric Co.
Alarms, Burglar, Fire, Tank
Edwards & Co., Inc.
Westinghouse E. & M. Co.
Amplifier & Control Panel Units
Atwater Kent Mfg. Co.
Annunciators
Edwards & Co., Inc.
Antenna Loop
Frank W. Morse Co.
Armature, Commutators, Coils
H. M. Fredericks Co.
Westinghouse Elec. & Mfg. Co.
Arresters, Lightning
General Electric Co.
Westinghouse E. & M. Co.
Attachment & Caps
Hubbell, Inc., Harvey
Autographic Registers
American Sales Book Co.
Automobile Accessories, Electric
Benjamin Elec. Mfg.
Chicago Fuse Mfg. Co.
Frank W. Morse Co.
McGill Mfg. Co.
Sherman Mfg. Co., H. B.
Van Cleef Bros.
Wakefield Brass Co., F. W.
Batteries, Dry
Berry, A. Hall
National Carbon Co.
Peerless Light Co.
Renowned Elec. Products
Yale Electric Co.
Batteries, Storage
National Carbon Co.
Yale Electric Co.
Battery-Charging Equipment
General Electric Co.
Westinghouse E. & M. Co.
Bearings, Ball
Norma Co. of America
Bearings, Motor and Generator
Norma Co. of America
Westinghouse E. & M. Co.
Bells, Gongs & Buzzers
Edwards & Co., Inc.
Benches, Vise
Martin & Sons, H. P.
Benches, Washing Machine
Horton Mfg. Co.
Benders, Conduit and Pipe
Martin & Sons, H. P.
Binding Posts
Frank W. Morse Co.
Mohawk Elec. Corp.
Blowers, Organ & Forge
Clements Mfg. Co.
B. F. Sturtevant Co.
Books, Electrical & Technical
McGraw-Hill Book Co.
Bowles, China
Macbeth-Evans Glass Co.
L. Plaut & Co.
Boxes, Floor
Nat'l Metal Molding Co.
Boxes, Junction and Outlet
Chicago Fuse Mfg. Co.
General Elec. Co.
Reben Elec. Mfg. Co.
Tork Co., Inc.
Western Electric Co.
Westinghouse E. & M. Co.
Boxes, Meter and Service
General Electric Co.
Boxes, Paper
Consolidated Paper Co.
Boxes, Shipping, Folding Paper, Corrugated, and Fibre
Consolidated Paper Co.
Boxes, Switch
Chicago Fuse & Mfg. Co.
Conn. Elec. & Mfg. Co.
Frank W. Morse Co.
Hart & Hegeman Mfg. Co.
Hogan-Spencer-Whitley Met. Elec. (R. B. Casey)
Nat'l Metal Molding Co.
Brass Fixture Parts (See Fixture Parts & Accessories)
Bronzing Lacquers (See Lacquers
Brushes, Carbon
General Electric Co.
National Carbon Co.
Westinghouse E. & M. Co.
Bus Bars
Anaconda Copper Mining Co.
Bushings
Federal Electric Co.
Koch & Co., Paul W.
Buttons and Indicators, Radiant (See Locators)
Buzzers (See Bells & Buzzers)
Cabinets
National Lamp Wks. of G. E. Co.
Cable, Armored
Eastern Tube & Tool Co.
Frank W. Morse Co.
General Electric Co.
Nat'l Metal Moulding Co.
Simplex Wire & Cable Co.
Tubular Woven Fabric Co.
Cable Accessories (See Accessories, Wire & Cable)
Candles, Candelabras
Elastoid Fibre Co.
Fibro Products Co.
Guth Co., Edwin F.
Caps (See Plugs, Attachment & Caps)
Caps, Color, Diffusers & Hoods
Curtis Lighting, Inc.
Frink, I. P.
Carbons
National Carbon Co.
Cartons
Consolidated Paper Co.
Castings, Iron, Brass
Faries Mfg. Co.
Chain, Fixture
Faries Mfg. Co.
Wakefield Brass Co., F. W.
Chain, Pull Socket
Bryant Elec. Co.
Circle F Mfg. Co.
Chandeliers, (See Fixtures, Lighting, Kidig)
Choke Coils (See Coils, Choke)
Christmas Tree Lighting Outfits
General Electric Co
New York Gas & Elec Co.
Cigar Lighter, Electric
American Resistor Co.
Elec. Heating & Mfg. Co.
Hance Parker Mfg. Co.
Circuit Breakers
American Elec. Switch
General Electric Co.
Westinghouse E. & M. Co.
Clamps, Insulator
General Electric Co.
Westinghouse E. & M. Co.
Cleats
Frank W. Morse Co.
General Electric Co.
Sears, Henry D.
Coils, Armature and Field
Westinghouse E. & M. Co.
Coils, Choke
General Electric Co.
Westinghouse E. & M. Co.
Coils, Inductance
Pacent Elec. Co.
Colorings, Lamp (See Lamp Dips & Frostings)
Commutator Stones
Ideal Commutator Dresser Co.
Compounds, Soldering
General Electric Co.
Condensers, Radio
Atwater Kent Mfg. Co.
Hart & Hegeman Mfg. Co.
Pacent Electric Co.
Conduit Fittings (See Fittings, Conduit)
Conduit, Flexible
Alphaduct Co.
Eastern Tube & Tool Co.
General Electric Co.
Tubular Woven Fabric Co.
Western Electric Co.
Conduit, Rigid
Clifton Mfg. Co.
General Electric Co.
Nat'l Metal Moulding Co.
Conduit, Surface
Nat'l Metal Moulding Co.
Conduit, Underground (Fibre)
Western Electric Co.
Connectors, Cord and Lamp
Arrow Elec. Co.
Bryant Elec. Co.
Chicago Fuse Mfg. Co.
Frank W. Morse Co.
General Electric Co.
Hubbell, Inc., Harvey
Ideal Commutator Dresser Co.
Sherman Mfg. Co., H. B.
Swartzbaugh Mfg. Co.
Weiss & Biheller, Inc.
Westinghouse E. & M. Co.
Connectors, Wire
Bryant Elec. Co.
Frank W. Morse Co.
Tork Co., Inc.
Containers, Corrugated Fibre
Consolidated Paper Co.
Controllers, Motor
Cutler-Hammer Mfg. Co.
General ElectricCo.
Westinghouse E. & M. Co.
Cook Stoves (See Stoves, Cook)
Cookers, Fireless Type
Excel Electric Co.
Marion Electric Co.
Swartzbaugh Mfg. Co.
Cooking Appliances, Electric
Dominion Elec. Mfg. Co.
Edison Elec. Appliance Co.
Excel Electric Co.
A. J. Lindermann & Hoverson Co.
Marion Electric Co.
Nat. Stamping & Electric Wks.
Russell Elec. Co.
Western Electric Co.
Westinghouse E. & M. Co.
Cord Connectors (See Connectors)
Cord, Heater
Berry, A. Hall
Central Flatiron Mfg. Co.
General Electric Co.
Rockbestos Products Corp.
Rome Wire Co.
Simplex Wire & Cable Co.
Cord, Lamp
Atlantic Ins. & Wire & Cable Co.
General Electric Co.
Rome Wire Co.
Simplex Wire & Cable Co.
Tubular Woven Fabric Co.
Current Taps
Anylite Electric Co.
Arrow Elec. Co.
Circle F Mfg. Co.
Conn. Elec. & Mfg. Co.
Hart & Hegeman Mfg. Co.
Hubbell, Inc., Harvey
Cut-Outs
Bryant Elec. Co.
Chicago Fuse Mfg. Co.
Circle F Mfg. Co.
Conn. Elec. & Mfg. Co.
General Electric Co.
Hart & Hegeman Mfg. Co.
Sears, Henry D.
Decorative Lighting (See Lighting Decorative)
Detectors
Atwater Kent Mfg. Co.
Dials, Knobe and Panels
Atwater Kent Mfg. Co.
Frank W. Morse Co.
Hart & Hegeman Mfg. Co.
Diffusers (See Caps, Diffusers & Hoods)
Dimmers, Lamp
Anylite Electric Co.
Berry, A. Hall
Dishwashers, Electric
G. R. S. Products, Inc.
Hydro Electric Mfg. Co.
Western Electric Co.
Distributors (See Jobbers)
Driers, Clothes, Electric
Bock Laundry Machine Co.
Savage Arms Corp.
Driers, Hair & Hand, Electric
Arnold Electric Co.
Eastern Laboratories
P. A. Geier Co.
General Electric Co.
Russell Elec. Co.
Shelton Elec. Co.
Swartzbaugh Mfg. Co.
Torrington Co.
Dry Batteries (See Batteries, Dry)
Dynamos
General Electric Co.
Westinghouse E. & M. Co.
Electric Ranges (See Ranges, Electric)
Electric Signs
Flexlume Sign Co.
Electro-therapeutic Appl.
Bleadon-Dun Co.
Shelton Elec. Co.
Elements, Heating, for Irons Etc.
Automatic Elec. Heater Co.
Central Flatiron Mfg. Co.
Electric Heating & Mfg. Co.
Rockbestos Products Co.
Russell Elec. Co.
Swartzbaugh Mfg. Co.
Wiegand Co., Edwin L.
Enamel
Zeller Lacquer Mfg. Co.
Fans, Ceiling, Adjustable & Non-Adjustable Blades
Dayton Fan & Motor Co.
Emerson Electric Mfg. Co.
General Electric Co.
Signal Electric Mfg. Co.
Westinghouse Elec. & Mfg. Co.
Fans Desk and Bracket, Oscillating and Non-oscillating
Dayton Fan & Motor Co.
Emerson Electric Mfg. Co.
Galvin Elec. Mfg. Co.
General Electric Co.
Kendrick & Davis Co.
Latham & Co., E. B.
Signal Electric Mfg. Co.
Sturtevant Co., B. F.
Western Electric Co.
Westinghouse Elec. & Mfg. Co.
Fans, Exhaust and Ventilating
American Blower Co.
Century Elec. Co.
Dayton Fan & Motor Co.
Emerson Elec. Mfg. Co.
Galvin Elec. Mfg. Co.
General Electric Co.
Robbins & Myers Co.
Sturtevant Co., B. F.
Westinghouse Elec. & Mfg. Co.
Fan Motors (See Motors, Fan)
Farm Lighting Plants (See Plants, Light, Power)
Filing Equipment
General Fireproofing Co.
Fire Alarm Apparatus
Stanley & Patterson
Fittings, Conduit
Chicago Fuse Mfg. Co.
Faries Mfg. Co.
General Electric Co.
Guth Co., Edwin F.
Hart & Hegeman Mfg. Co.
Koch & Co., Paul W.
McLean Mfg. Co.
Moe-Bridges Co.
Nat'l Metal Molding Co.
Wakefield Brass Co., F. W.
Westinghouse E. & M. Co.
Fixtures, Decorative
Union Metal Mfg. Co.
Fixture Parts and Accessories
Acme Mfg. Co.
Alter & Co., Harry
Co-operative Elec. Supply Co.
Dallas Brass & Copper Co.
Elastoid Fibre Co.
Faries Mfg. Co.
Fibro Product Co
Herwig Company
Peerless Light Co.
Quadrangle Mfg. Co.
Sears, Henry D.
Tork Co., Inc.
Wakefield Brass Co.
Fixture Lighting, Adjustable
Acme Mfg. Co.
Dallas Brass & Copper Co.
Electric Utilities Mfg. Co.
Faries Mfg. Co.
Guth & Co., Edwin F.
Ivanhoe Div. of Miller Co.
Moe Bridges Co.
Mohawk Elec. Corp.
Fixtures, Lighting, Exterior
Union Metal Mfg. Co.
Fixtures, Lighting, Rigid
Acme Mfg. Co.
Alter & Co., Harry
American Lighting Products Co.
Beardslee Chandelier Mfg. Co.
Benjamin Elec. Mfg. Co.
Curtis Lighting, Inc.
Dallas Brass & Copper Co.
Faries Mfg. Co.
Guth, Edwin F.
Holophane Glass Co.
Ivanhoe Div. of Miller Co.
Moe-Bridges Co.
Peerless Light Co.
Planetlite Co., The
L. Plaut & Co.
Quadrangle Mfg. Co.
Wakefield Brass Co.
Western Electric Co.
Westinghouse E. & M. Co.
Fixtures, Lighting, Show Cases and Windows
Acme Mfg. Co.
American Lighting Products Co.
Beardslee Chandelier Mfg. Co.
Benjamin Elec. Mfg. Co.
Curtis Lighting, Inc.
Faries Mfg. Co.
Frink, Inc., I. P.
Guth, Edwin F.
Herwig Company
Holophane Glass Co.
Moe-Bridges Co.
Mohawk Elec. Corp.
Planetlite Co., Inc.
Simplex Wire & Cable Co.
Sunlight Reflector Co.
Sun-Ray Ltg. Products Co.
Westinghouse Elec. & Mfg. Co.
Fixtures, Out-Door Lighting
Herwig Co.
Flashlights
Berry, A. Hall
National Carbon Co.
Renowned Elec. Products
Yale Electric Co.
Flood Lighting (See Projectors)
Floor Polishing & Scrubbing
New York Gas & Elec. Co.

(Continued on page 184)

Fountains, Electric
Arnold Electric Co.

Freezers, Ice Cream
Alaska Freezer Co.

Friction Tape
Appleton Rubber Co.
Boston Woven Hose & Rubber Co.
Clifton Mfg. Co.
Firestone Tire & Rubber Co.
Western Electric Co.
Westinghouse Elec. & Mfg. Co.

Fuse Plugs
Bussman Mfg. Co.
Chicago Fuse Mfg. Co.
General Electric Co.
Hart & Hegeman Mfg. Co.
Kirkman Eng. Corp.
Metropolitan Elec. Mfg. Co.
Sears, Henry D.
Westinghouse Elec. & M'fg. Co.

Fuses, Cartridge, Non-Refillable
Bussman Mfg. Co.
Chicago Fuse Co.
General Electric Co.
Metropolitan Elec. Mfg. Co.
Westinghouse E. & M. Co.

Fuses, Cartridge, Refillable
Berry, A. Hall
Bussman Mfg. Co.
Chicago Fuse Co.
General Electric Co.
Kirkman Eng. Corp.
Westinghouse E. & M. Co.

Fuses, High-Voltage
Kirkman Eng. Corp.

Fuses, Plug, Non-Refillable
Bryant Elec. Co.
Bussman Mfg. Co.
General Electric Co.
Hart & Hegeman Mfg. Co.
Kirkman Eng. Corp.
Sears, Henry D.
Westinghouse E. & M. Co.

Fuses, Plug, Refillable
Bryant Elec. Co.
Bussman Mfg. Co.
General Electric Co.
Hart & Hegeman Mfg. Co.
Westinghouse E. & M. Co.

Glassware, Lighting
Beardslee Chandelier Mfg. Co.
Consolidated Lamp & Glass Co.
Curtis Lighting, Inc.
Gill Glass Co.
Gillinder Bros., Inc.
Guth Co., Edwin F.
Ivanhoe Div. of Miller Co.
Macbeth Evans Glass Co.
Moe-Bridges Co.
Peerless Light Co.
L. Plaut & Co.
Weiss & Biheller, Inc.
Westinghouse Elect. & Mfg. Co.

Globes Glass (See Glassware Lighting)

Grills and Table Stoves Electric
Dominion Elec. Mfg. Co.
Edison Elec. Appliance Co.
Excel. Elec. Co.
Gold Seal Electric Co.
Liberty Gauge & Inst. Co.
Marion Electric Co.
Rock Island Mfg. Co.
Russell Elec. Co.
Rutenber Elec. Co.
Simplex Elec. Heating Co.
Swartzbaugh Mfg. Co.
Westinghouse E. & M. Co.

Grinders, Electric
Wagner Elec. Corp.

Grounding Devices
Conn. Elec. & Mfg. Co.
Kirkman Eng. Corp.

Hand Driers (See Driers, Hand)

Hair Cutters, Electric
P. A. Geier Co.

Hair Waving Specialties
Gold Seal Electric Co.
Russell Elec. Co.
Swartzbaugh Mfg. Co.
Torrington Co.

Hangers, Switchbox
Wakefield Brass Co., F. W.

Headsets, Radio
Hart & Hegeman Mfg. Co.
Roller-Smith Co.

Heater (See Cord, Heater)

Heaters, Radiant, Bowl Type
Fitzgerald Mfg. Co.
Edison Elec. Appliance Co.
Marion Elec. Co.
Rock Island Mfg. Co.
Rutenber Elec. Co.
Simplex Elec. Heating Co.
Swartzbaugh Mfg. Co.
Westinghouse Elec. & Mfg. Co.

WHAT AND WHERE TO BUY—Continued from page 183

Heaters, Space
American Resistor Co.
Russell Elec. Co.
Strait & Richards
B. F. Sturtevant Co.
Westinghouse Elec. & Mfg. Co.
Wiegand Co., Edwin L.

Heating Appliances (See Table Appliances)

Heating Appliance Replacement Units
Automatic Elec. Heater Co.
Electrical Alloy

Heating Devices, Electric
American Resistor Co.
Automatic Elec. Heater Co.
Elec. Heating & Mfg. Co.
Eastern Laboratories, Inc.
Excel. Elec. Co.
General Electric Co.
Gold Seal Elec. Co.
Marion Electric Co.
Russell Elec. Co.
Simplex Elec. Heating Co.
Strait & Richards
Western Electric Cos
Westinghouse E. & M. Co.
Wiegand Co., Edwin L.

Heating Pads and Blankets
American Resistor Co.
Berry, A. Hall
Richards & Co., George
Russell Elec. Co.
Simplex Elec. Heating Co.
Westinghouse Elec. & Mfg. Co.

Holders, Shade
Curtis Lighting, Inc.
Faries Mfg. Co.
Harvey Hubbell, Inc.

Hoods Color (See Caps, Diffusers)

Horns & Sirens
Federal Elec. Co.

Hospital Systems
Kelvinator Sales Corp.

Ice Making Machines
Kelvinator Sales Corp.
Savage Arms Corp.

Incubators, Elec.
Oakes Mfg. Co.

Indicators, Radiant (See Locators)

Instruments, Indicating, Testing
General Electric Co.
Roller-Smith Co.
Westinghouse E. & M. Co.

Insulating Materials
Boston Woven Hose & Rubber Co.
Clifton Mfg. Co.
Elastoid Fibre Co.
Fibro Products Co.
Firestone Tire & Rubber Co.
Garfield Mfg. Co.
General Electric Co.
Holfast Rubber Co.
Van Cleef Bros.
Westinghouse E. & M. Co

Insulation, Molded Electric
Boston Woven Hose & Rubber Co.

Insulators
American Insulator Corp.
Garfield Mfg. Co.
General Electric Co.
Sears, Henry D.

Insulators, Porcelain
Illinois Elec. Porcelain Co
Westinghouse E. & M. Co.

Ironing Machines, Electric
Gainaday Electric Co.
Horton Mfg. Co.
Hurley Machine Co.
Western Electric Co.

Ironing Machines, Gas Heated, Motor Driven
Gainaday Electric Co.
Horton Mfg. Co.
Hurley Machine Co.

Irons, Curling, Electric
Central Flatiron Mfg. Co.
Dominion Elec. Mfg. Co.
Edison Elec. Appliance Co.
Gold Seal Elec. Co.
Rock Island Mfg. Co.
Russell Elec. Co.
Swartzbaugh Mfg. Co.
Western Electric Co.
Westinghouse E. & M. Co.

Irons, Electric
Birtman Electric Co.
Central Flatiron Mfg. Co.
Chapman Mfg. Co.
Gold Seal Elec. Co.
Improved Appliances, Ltd.
A. J. Lindermann & Hoverson Co.
Rock Island Mfg. Co.
Russell Elec. Co.
Rutenber Elec. Co.
Simplex Elec. Heating Co.
Westinghouse E. & M. Co.

Irons, Soldering
Bleadon Dun Co.
Central Flatiron Mfg. Co.
Chapman Mfg. Co.
Edison Elec. Appliance Co.
General Electric Co.
Simplex Elec. Heating Co.
Swartzbaugh Mfg. Co.
Westinghouse E. & M. Co.

Jacks
Pacent Elec. Co.

Jobbers
Alter, Harry & Co.
Co-operative Elec. Supply Co.
Horton Mfg. Co.
Mohawk Elec. Corp.
National Elec. Supply Co.
Piedmont Electric Co.
Southern Elec. Co.
Westinghouse Elec. & Mfg. Co.

Knobs, Porcelain
Illinois Elec. Porcelain Co.

Laboratories, Testing
Electrical Testing Laboratories

Lacquers
Eastman Kodak Co.
Zeller Lacquer Mfg. Co.

Lamp, Dips & Frosting
McGill Mfg. Co.

Lamp Guards & Locks
Arrow Electric Co.
Frink, Inc., I. P.
Hubbell, Inc., Harvey
Frank W. Morse Co.
McGill Mfg. Co.

Lamp Shade Frames, Wire
Curtis Lighting, Inc.

Lamps, Automobile
General Electric Co. (Mazda Service)
Wakefield Brass Co.
Westinghouse Elec. & Mfg. Co.
Westinghouse Lamp Co.
Yale Electric Co.

Lamps Boudoir
Bussman Mfg. Co.
Cassidy Co.
Ideal Commutator Dresser Co.
Electric Utilities Mfg. Co.
Faries Mfg. Co.
Moe-Bridges Co.
Peerless Light Co.

Lamps, Bridge
Cassidy Co.
Faries Mfg. Co.
Peerless Light Co.

Lamps, Clamp Attaching and Extension
Berry, A. Hall
Bussman Mfg. Co.
Faries Mfg. Co.
Peerless Light Co.
Wakefield Brass Co., F. W.

Lamps, Desk
Beardslee Chandelier Mfg. Co.
Curtis Lighting, Inc.
Faries Mfg. Co.
Frink, Inc., I. P.
Edwin F. Guth Co.
Moe-Bridges Co.
Peerless Light Co.

Lamps, Incandescent
Consolidated Electric Lamp Co.
Frink Inc., I. P.
General Electric Co.
Nat'l Lamps Wks. of G. E. Research Laboratories of G. E.
Westinghouse E. & M. Co.
Westinghouse Lamp Co.
Yale Elec. Co.

Lamps, Miniature, Incandescent
General Electric Co.
Nat'l Lamps Wks. of G. E.
Western Electric Co.
Westinghouse Lamp Co.

Lamps, Portable
Beardslee Chandelier Mfg. Co.
Bussman Mfg. Co.
Cassidy Co.
Consolidated Lamp & Glass Co.
Curtis Lighting, Inc.
Electric Utilities Mfg. Co.
Faries Mfg. Co.
Moe-Bridges Co.
Peerless Light Co.

For the addresses of the manufacturers listed here, please refer to their advertisements in this issue. The index to advertisers may be found on page 187.

Lamps, Portable, with Hand Painted Glass Shades
Beardslee Chandelier Co.
Cassidy Co., Inc.
Consolidated Lamp & Glass Co.

Lamps, Therapeutic
Eastern Laboratories, Inc.
Faries Mfg. Co.

Lighting, Decorative
Acme Mfg. Co.
Cassidy Co., Inc.
Consolidated Lamp & Glass Co.
Curtis Lighting, Inc.
Dallas Brass & Copper Co.
Faries Mfg. Co.
Frink, I. P.
General Electric Co.
Guth, Edwin F.
Herwig Co.
Holophane Glass Co.
Ivanhoe Div. of Miller Co.
Macbeth Evans Glass Co.
Moe-Bridges Co.
Planetlite Co., Inc.
Western Commercial Co.

Lighting Fixtures (See Fixtures)

Lighting, Industrial
Acme Mfg. Co.
Beardslee Chandelier Mfg. Co.
Benjamin Elec. Mfg. Co.
Cassidy Co., Inc.
Consolidated Lamp & Glass Co.
Curtis Lighting, Inc.
Faries Mfg. Co.
Frink, I. P.
General Electric Co.
Guth, Edwin F.
Holophane Glass Co.
Ivanhoe Div. of Miller Co.
Macbeth Evans Glass Co.
Moe-Bridges Co.
Planetlite Co., Inc.
Quadrangle Mfg. Co.
Western Electric Co.
Westinghouse E. & M. Co.

Lighting Units
Acme Mfg. Co.
Beardslee Chandelier Mfg. Co.
Consolidated Lamp & Glass Co.
Curtis Lighting, Inc.
Faries Mfg. Co.
Frink, Inc., I. P.
Guth Co., Edwin F.
Holophane Glass Co.
Ivanhoe Div. of Miller Co.
Macbeth Evans Glass Co.
Moe-Bridges Co.
Planetlite Co., Inc.
L. Plaut & Co.
Quadrangle Mfg. Co.
Wakefield Brass Co.
Westinghouse E. & M. Co.

Locators, Radiant
Alter & Co., Harry
Conn. Elec. Mfg. Co.

Logs, Electric Fireplaces
Strait & Richards

Loud Speakers, Radio
Atwater Kent Mfg. Co.
Crosley Mfg. Co.
Kirkman Engineering Co.
Peerless Light Co.
Stromberg-Carlson Tel. Mfg. Co.
Western Electric Co.

Lugs and Terminals
Chicago Fuse Mfg. Co.
Frank W. Morse Co.
Patton-MacGuyer Co.
Sherman Mfg. Co., H. B.

Mailing Lists Electrical Dealers and Radio Lists
Trade Circular Addressing Co.

Marine Wiring, Fittings & Fixtures
Benjamin Elec. Mfg. Co.
Rome Wire Co.
Western Electric Co.

Medical Accessories
Bleadon-Dun Mfg. Co.
Hydro Electric Mfg. Co.

Mica Products
New England Mica Co.

Mixers, Drink
Arnold Electric Co.

Molded Insulation
American Insulator Corp.
Garfield Mfg. Co.
General Electric Mfg. Co.

Moldings
Emerson Electric Mfg. Co.
National Metal Molding Co.

Motors, A. C.
Allis-Chalmers Mfg. Co
Century Electric Co.
Domestic Electric Co.
Emerson Elec. Mfg. Co.
Galvin Elec. Mfg. Co.
General Electric Co.
Robbins & Myers Co.
Sturtevant Co., B. F.
Wagner Elec. Corp.
Western Electric Co.
Westinghouse E. & M. Co.

Motors, D. C.
Allis-Chalmers Mfg. Co.
Domestic Elec. Co., The
Emerson Electric Mfg. Co.
Galvin Electric Mfg. Co.
General Electric Co.
Horton Mfg. Co.
Robbins & Myers Co.
Sturtevant Co., B. F.
Western Electric Co.
Westinghouse E. & M. Co.

Motors, Fans
Century Elec. Co.
Fitzgerald Mfg. Co.
Westinghouse Elec. & Mfg. Co.

Motors, Fractional H. P.
Arnold Electric Co.
Century Electric Co.
Dayton Fan & Motor Co.
Domestic Electric Co.
Galvin Electric Mfg. Co.
General Electric Co.
Horton Mfg. Co.
Kendrick & Davis
Ohio Electric & Controller Co.
Sherman Mfg. Co., H. B.
Sturtevant Co., B. F.
Wagner Electric Co.
Westinghouse Elec. & Mfg. Co.

Motors, Phonograph
Arnold Electric Co.
General Electric Co.
Kendrick & Davis Co.
Shelton Elec. Co.
Westinghouse E. & M. Co.

Motors, Sewing Machine
Arnold Electric Co.
Domestic Elec. Co., The
Galvin Electric Mfg. Co.
General Electric Co.
Kendrick & Davis Co.
Western Electric Co.
Westinghouse E. & M. Co.

Motors, Toys
Kendrick & Davis Co.

Novelties (See Toys and Novelties)

Office Equipment
American Sales Book Co.

Packing Boxes and Material (See Boxes, Shipping)

Panel-Boards (See Switchboards)

Percolators, Electric
Edison Elec. Appliance Co.
Gold Seal Electric Co.
Russell Elec. Co.
Westinghouse E. & M. Co.

Plates, Flush, Switch
Arrow Elec. Co.
Conn. Elec. Mfg. Co.
General Electric Co.
McGill Mfg. Co.

Plants, Light and Power
Allis-Chalmers Mfg. Co.
B. F. Sturtevant Co.
Western Electric Co.
Westinghouse E. & M. Co.

Plugs, Attachment, and Caps
Arrow Elec. Co.
Benjamin Elec. Mfg. Co.
Circle "F" Mfg. Co.
Conn. Elec. Mfg. Co.
Cutler-Hammer Mfg. Co.
General Electric Co.
Hart & Hegeman Mfg. Co.
Hubbell, Harvey, Inc.
Metropolitan Elec. Mfg. Co.
Pacent Elec. Co.
Sears, Henry D.
Tork Co., Inc.

Plugs, Heater
Central Flatiron Mfg. Co.
Electrahot Appliances, Inc.
Metropolitan Elec. Mfg. Co.
Swartzbaugh Mfg. Co.

Polishers and Buffers
General Electric Co.
Westinghouse E. & M. Co.

Porcelain Tubes, Threaded For Heaters
Burgess & Co.

Portables (See Lamps, Portable)

Posts, Lighting
Union Metal Mfg. Co.

Potentiometers
Pacent Elec. Co.

Projectors, Electric
Curtis Lighting, Inc
Frink, I. P.
General Electric Co.
Universal Electric Stage Lighting Co.

(Continued on page 185)

Western Electric Co.
Westinghouse E. & M. Co.

Pull Sockets
Arrow Elec. Co.
Benjamin Elec. Mfg. Co.
Hart & Hegeman Mfg. Co.
Hubbell, Inc., Harvey
McGill Mfg. Co.
Sears, Henry D.

Pumps, Automobile
Hydro Electric Mfg. Co.

Pumps, Motor Driven
General Electric Co.
Hydro Electric Mfg. Co.
Westinghouse E. & M. Co.

Push Buttons
Edwards & Co., Inc.
General Electric Co.
Frank W. Morse Co.
Westinghouse E. & M. Co.

Radiant Heaters, Electric
Westinghouse E. & M. Co.

Radiant Heater Replacement Units
Simplex Elec. Heating Co.

Radio Books and Instruction
McGraw-Hill Book Co.

Radium Compound Specialties (Also see Locators)

Radio Parts and Accessories
Alter & Co., Harry
American Transformer Co.
Atwater Kent Mfg. Co.
Benjamin Elec. Mfg. Co.
Bleadon-Dun Mfg. Co.
Continental Radio & Elec. Co.
Crosley Radio Corp.
Dayton Fan & Motor Co.
Elastoid Fibre Co.
Fibro Products Co.
Frank W. Morse Co.
Galvin Elec. Mfg. Co.
General Electric Co.
Hart & Hegeman Mfg. Co.
Howard Radio Co.
Pacent Electric Co.
Patton-MacGuyer Co.
Peerless Light Co.
Rome Wire Co.
Stromberg-Carlson Tel. Mfg. Co.
Supertron Mfg. Co.
Van Cleeff Bros.
Western Radio Mfg. Co.
Westinghouse E. & M. Co.

Radio Receiving Sets, Complete
Atwater Kent Mfg. Co.
Crosley Radio Corp.
General Electric Co.
Howard Radio Co.
Pacent Electric Mfg. Co.
Western Radio Mfg. Co.
Westinghouse E. & M. Co.

Ranges, Combination
Westinghouse E. & M. Co.

Ranges, Electric
Edison Elec. Appliance Co.
A. J. Lindermann & Hoverson Co.
National Stamping & Elec. Co.
Rutenber Elec. Co.
Simplex Elec. Heating Co.
Western Electric Co.
Westinghouse E. & M. Co.

Receptacles, Base Board and Wall
Arrow Elec. Co.
Circle "F" Mfg. Co.
Conn. Elec. Mfg. Co.
General Electric Co.
Hart & Hegeman Mfg. Co.
Hubbell, Inc., Harvey
Metropolitan Elec. Mfg. Co.
Quadrangle Mfg. Co.
Sears, Henry D.
Tork Co., Inc.
Western Electric Co.

Rectifiers
General Electric Co.
Westinghouse E. & M. Co.

Reflectors (See Shades and Reflectors)

Refrigerating Machines
Kelvinator Sales Corp.
Savage Arms Corp.
Superior Refrigeration Co.

Regulators, Voltage
General Elec. Co.

Resistance Units
American Resistor Corp.
General Electric Co.
Westinghouse E. & M. Co.

Rheostats
Atwater Kent Mfg. Co.
Crosley Radio Corp.
General Electric Co.
Hart & Hegeman Mfg. Co.
Pacent Electric Co.
Westinghouse E. & M. Co.

Rolls, Wringer
Horton Mfg. Co.

Rosettes
Arrow Elec. Co.
Circle "F" Mfg. Co.
Conn. Elec. Mfg. Co.
General Elec. Co.
Hart & Hegeman Mfg. Co.
Sears, Henry D.

Safes
General Fireproofing Co.

Sales Books
American Sales Book Co.

Searchlights (See Projectors, Electric)

Sectional Cabinets
McLean Mfg. Co., W. B.

Sewing Machines, Electric
Western Electric Co.

Shade Holders
Benjamin Elec. Mfg. Co.
Conn. Elec. Mfg. Co.
Curtis Lighting, Inc.
Faries Mfg. Co.
General Electric Co.
Hart & Hegeman Mfg. Co.
Holophane Glass Co.
Hubbell, Inc., Harvey
Sears, Henry D.

Shades and Reflectors
Beardslee Chandelier Mfg. Co.
Benjamin Elec. Mfg. Co.
Consolidated Lamp & Glass Co.
Curtis Lighting, Inc.
Faries Mfg. Co.
Frink, Inc., I. P.
General Electric Co.
Guth Co., Edwin F.
Holophane Glass Co.
Hubbell, Inc., Harvey
Macbeth Evans Glass Co.
Quadrangle Mfg. Co.
Sunlight Reflector Co.
Sun Ray Lighting Products Co.
Western Electric Co.
Wheeler Reflector Co.

Shades, Silk & Parchment
Cassidy Co.
W. R. Noe & Sons
Guth Co., Edwin F.

Shipping Boxes and Cases (See Boxes, Shipping)

Signal Systems
General Electric Co.
Renowned Elec. Products

Signs, Electric
Federal Elec. Co.
Flexlume Sign Co.
Frink, Inc., I. P.
Renowned Elec. Products
Tork Co., Inc.

Sirens (See Horns and Sirens)

Soap, Washing Machine
Horton Mfg. Co.
Hydro Electric Mfg. Co.
Lever Bros. Co.

Sockets and Receptacles (See also Pull Sockets)
Anylite Electric Co.
Arrow Elec. Co.
Atwater Kent Mfg. Co.
Circle "F" Mfg. Co.
Conn. Elec. Mfg. Co.
Crosley Mfg. Co.
General Electric Co.
Hart & Hegeman Mfg. Co.
Hubbell, Inc., Harvey
McGill Mfg. Co.
Pacent Elec. Co.
Quadrangle Mfg. Co.
Sears, Henry D.

Soldering Irons (See Irons, Soldering)

Solder & Soldering Compds.
McGill Mfg. Co.
Van Cleef Bros.

Solder Pots, Electric
Automatic Electric Heater Co.

Stage Lighting Apparatus
Curtis Lighting, Inc.
Frink, Inc., I. P.
General Electric Co.
Universal Electric Stage Lighting Co.

Stamping, Brass, Etc.
Acme Mfg. Co.
Aluminum Products Co.
Faries Mfg. Co.
Kawneer Co.
Patton-MacGuyer Co.

Stands, Vise, Portable
Martin & Sons, H. P.

WHAT AND WHERE TO BUY—Continued from page 184

Starters, Motor
General Electric Co.
Square D Co.
Westinghouse E. & M. Co.

Steel Shelving
General Fireproofing Co.

Storage Batteries
Westinghouse E. & M. Co.

Store and Office Equipment
American Sales Book Co.
Button Letter Co.
Flexlume Sign Co.
General Fireproofing Co.
McLean Mfg. Co., W. B.

Store Fixtures (See Fixtures Lighting, Show Case and Window)

Store Fronts, Copper
Kawneer Co.

Stoves, Electric
Liberty Gauge & Instr. Co.
Marion Elec. Corp.
National Stamping & Elec.
Westinghouse E. & M. Co.

Stoves, Cook, Electric, Fireless Type
Excel Elec. Co.
Liberty Gauge & Instr. Co.
Marion Elec. Corp.
Simplex Elec. Heating Co.

Stoves, Table (See Grills and Table Stoves)

Substations, Outdoor
General Electric Co.
Westinghouse E. & M. Co.

Supplies, Wiring, Electric
Bryant Elec. Co.
Chicago Fuse Mfg. Co.
Conn. Elec. Mfg. Co.
General Electric Co.
Hart & Hegeman Mfg. Co.
Rome Wire Co.
Van Cleef Bros.
Western Electric Co.

Switchboard Materials
Conn. Elec. Mfg. Co.
Westinghouse E. & M. Co.

Switchboards
Benjamin Elec. Mfg. Co.
General Electric Co.
Metropolitan Elec. Mfg. Co.
Westinghouse E. & M. Co.

Switchboard Materials
Chicago Fuse Mfg. Co.
Western Electric Co.

Switches, Canopy
Arrow Electric Co.
Cutler-Hammer Mfg. Co.
McGill Mfg. Co.
Sears, Henry D.

Switches, Clock Operated
Berry, A. Hall

Switches, Disconnect
American Elec. Switch
General Electric Co.
Westinghouse E. & M. Co.

Switches, Disconnect
Electric Service Supplies Co.

Switches, Feed Through
Arrow Elec. Co.
Cutler-Hammer Mfg. Co.

Switches, Knife
Berry, A. Hall
Conn. Elec. Mfg. Co.
General Electric Co.
Hart & Hegeman Mfg. Co.
Westinghouse E. & M. Co.

Switches, Pendant
Arrow Elec. Co.
Conn. Elec. Mfg. Co.
Cutler-Hammer Mfg. Co.
Hart & Hegeman Mfg. Co.
Quadrangle Mfg. Co.
Sears, Henry D.

Switches, Push Button and Snap
Arrow Elec. Co.
Atwater Kent Mfg. Co.
Conn. Elec. Mfg. Co.
Cutler-Hammer Mfg. Co.
General Electric Co.
Hart & Hegeman Mfg. Co.
Hubbell, Inc., Harvey
McGill Mfg. Co.
Sears, Henry D.
Westinghouse E. & M. Co.

For the addresses of the manufacturers listed here, please refer to their advertisements in this issue. The index to advertisers may be found on page 187.

Switches, Safety
American Elec. Switch
Condit Electric Mfg. Co.
Domestic Electric Co.
General Electric Co.
Westinghouse E. & M. Co.

Switches, Time
General Electric Co.
Berry, A. Hall
Reliance Automatic Lighting Co.
Tork Co., Inc.

Switches, Tumbler
Connecticut Elec. & Mfg. Co.
Hart & Hegeman Mfg. Co.

Table Appliances, Electric
Western Electric Co.
Westinghouse E. & M. Co.

Tape and Cloth, Insulating
Appleton Rubber Co.
Boston Woven Hose & Rubber Co.
Clifton Mfg. Co.
Firestone Tire & Rubber Co.
General Electric Co.
Holfast Rubber Co.
Van Cleef Bros.
Westinghouse E. & M. Co.

Telephones
Pacent Electric Co.
Stromberg-Carlson Tel. Mfg. Co.

Terminals
Patton-MacGuyer Co.
Sherman Mfg. Co., H. B.

Testing Devices, Meter
Westinghouse E. & M. Co.

Testing Laboratories (See Laboratories, Testing)

Thawing Outfits
Automatic Elec. Heater Co.
General Electric Co.

Theater Apparatus, Electric
General Electric Co.
Strait & Richards
Universal Elec. Stage Lighting Co.
Westinghouse E. & M. Co.

Toasters, Electric
Continental Radio & Elec. Co.
Edison Elec. App. Co.
Fitzgerald Mfg. Co.
Gold Seal Elec. Co.
Liberty Gauge & Instr. Co.
Marion Elec. Corp.
Rock Island Mfg. Co.
Russell Elec. Co.
Rutenber Elec. Co.
Simplex Elec. Heating Co.
Western Electric Co.
Westinghouse E. & M. Co.

Tools, Portable, Motor-Driven
Koch & Co., Paul W.

Tools, Wiring
Martin & Sons, H. P.
Western Electric Co.
Westinghouse E. & M. Co.

Torches, Blow, Gasoline & Kerosene
McGill Mfg. Co.

Toys & Novelties
Alaska Freezer Co.
Central Flatiron Mfg. Co.

Transformers, Bell Ringing
General Electric Co.
Westinghouse E. & M. Co.

Transformers, General
American Transformer Co.
Atwater Kent Mfg. Co.
Crosley Mfg. Co.
General Electric Co.
Wagner Elec. Corp.
Westinghouse E. & M. Co.

Transformers, Radio
American Transformer Co.
Atwater Kent Mfg. Co.
Crosley Radio Corp.
Hart & Hegeman Mfg. Co.
Pacent Electric Co.

Tubes, Porcelain
Illinois Elec. Porcelain Co.

Tubes, Vacuum, Radio
Alter, Harry
Supertron Mfg. Co.

Vacuum Cleaners, Electric
Birtman Elec. Co.
Clements Mfg. Co.
Continental Radio & Elec. Co.
Edison Elec. App. Co.
Electric Vacuum Cleaner Co.
Eureka Vacuum Cleaner Co.
Gainaday Electric Co.
Geier Co., P. A.
Hoover Co.
Hurley Machine Co.
Sturtevant Co., B. F.
Torrington Co.
Western Electric Co.
M. S. Wright Co.

Variameters & Vario-couplers
Atwater Kent Mfg. Co.

Ventilating Apparatus & Systems
American Blower Co.
Emerson Electric Mfg. Co.
B. F. Sturtevant Co.

Vibrators, Electric
Arnold Electric Co.
Geier Co., P. A.
Shelton Electric Co.
Western Electric Co.

Violet Ray Specialties
Bleadon-Dun Mfg. Co.
Continental Radio & Elec. Co.
Eastern Laboratories
Fitzgerald Mfg. Co.
Shelton Electric Co.

Vises, Pipe
Martin & Sons, H. P.
Rock Island Mfg. Co.

Waffle Irons
Edison Elec. App. Co.
Fitzgerald Mfg. Co.
Gold Seal Elec. Co.
Marion Elec. Corp.
Russell Elec. Co.
Westinghouse E. & M. Co.

Wall Receptacles (See Receptables—Base Board and Wall)

Washing Machines, Clothes, Electric
Automatic Electric Washer Co.
Bock Laundry Machine Co.
Clements Mfg. Co.
Continental Radio & Elec. Co.
Dexter Co.
Eden Washer Co.
Farrell Products Co.
Foote-Burt Co.
G. R. S. Products, Inc.
Gainaday Electric Co.
Geier Co., P. A.
Getz Power Washer
Haag Bros. Co.
Hogan-Spencer Whitley Co.
Horton Mfg. Co.
Hurley Machine Co.
Laundryette Washing Machine Co.
One Minute Mfg. Co.
Savage Arms Corp.
Western Electric Co.
Woodrow Mfg. Co.

Water Heaters, Electric
Automatic Elec. Heater Co.
Electric Heating & Mfg. Co.
General Electric Co.
Westinghouse E. & M. Co.

Water Supply Systems, Electric
Westinghouse E. & M. Co.

Welding and Cutting Apparatus, Electric
General Electric Co.

Wire, Antenna
Anaconda Copper Mining Co.

Wire and Cable
A-A Wire Co.
Anaconda Copper Mining Co.
Appleton Rubber Co.
Atlantic Insulated Wire & Cable Co.
Driver-Harris
Eastern Tube & Tool Co.
General Electric Co.
Indiana Rubber & Insulated Wire Co.
National Metal Molding Co.
Rockbestos Products Corp.
Rome Wire Co.
Simplex Wire & Cable Co.
Tubular Woven Fabric Co.
Western Electric Co.

Wire, Electric Resistance
Driver-Harris
Electrical Alloy
Hoskins Mfg. Co.

Wireless Apparatus (See Radio Parts and Accessories, also Radio Receiver Sets, Complete)

Wire, Magnet
Berry, A. Hall
Chicago Fuse Mfg. Co.
Rockbestos Products Corp.
Rome Wire Co.

Wrenches
Curtis Lighting, Inc.

Wringers, Clothes
Horton Mfg. Co.
Western Electric Co.
M. S. Wright Co.

POSITION WANTED

WISH to change position. Estimating and engineering; 8 years' practical, 10 years' executive experience with contractor-dealer in New York State. Full details on request. PW-804, Electrical Merchandising, 10th Ave. at 36th St., New York.

SALESMEN WANTED

Appliance Salesmen and Fixture Salesmen

Wanted—No canvassing. We want salesmen to sell to prospects. Liberal proposition and a splendid opportunity to work and live in the great city of Cleveland. SW-801, Electrical Merchandising, Leader-News Bldg., Cleveland, Ohio.

House Wiring Salesmen

To solicit old housewiring contracts on the easy payment plan. We use effective, direct-by-mail advertising and can furnish names of most persons in our locality whose homes are not wired. Straight commission basis. Apply James and Goldberg, 217 Federal St., Camden, N. J., or 219 E. Front St., Trenton, N. J.

Openings in New England and Southern States

For salesmen with experience in selling high grade appliances to central stations, electric shops and housefurnishing trade. We are an old established firm about to release a large compelling national advertising campaign. We require a business man and merchandiser. Apply The Swartzbaugh Mfg. Co., Toledo, Ohio.

Position Wanted

Heating Appliance Designer

Young electrical engineer thoroughly experienced in designing and manufacturing flat irons, toasters, heating pads, room heaters, waffle irons, etc. will shortly be available. Six years' experience with two of industry's largest manufacturers. Fine record.

PW-803, Electrical Merchandising
10th Ave. at 36th St., New York City

District Sales Manager

The United Electric Co. of Canton, Ohio, has a few openings for District Sales Managers to sell OHIO Electric Cleaners to dealers and to recruit, train and manage salesmen to sell OHIO Cleaners for dealers under the Company's Re-Sale Plan.

This is an unusual opportunity for a limited number of men who can sell Electric Cleaners and recruit, train and manage salemen, whose record will bear close scrutiny. A basis of remuneration that will afford an opportunity for highly satisfactory earnings will be given the successful applicants. After the present openings as a result of the new sales plan are filled all future District Sales Managers must come up thru the ranks.

If you feel that you can fill the foregoing requirements and want to be considered for these opportunities that are being offered men outside our organization for the last time write fully in strict confidence giving age, education, experience in detail, inclosing a postcard photo to

W. F. MARR
Director of Sales,
Box 473, Canton, Ohio

"SEARCHLIGHT" RATES

Electrical Merchandising

UNDISPLAYED:

Positions Wanted—6 cents a word, minimum charge—$1.35 cents an insertion.
Positions Vacant and other classifications—10 cents a word, minimum charge $4.00 an insertion. Allow 10 words for box address. No additional charge for forwarding replies.
Discount of 10% for payment in advance on 4 consecutive insertions of undisplayed advertisements.
Proposals—40 cents a line.

DISPLAYED:

Space is sold by the "inch," with 30 inches to a page. (An "inch" measures aproximately 1 inch high by 2¼ inches wide.) Rates are from $6.65 to $4.50 an inch, depending on the total space used.
0222

SALESMEN AVAILABLE

DESIRE position as manufacturer's salesman in western Pennsylvania. Married, 30 years old, college education, have been in the contracting business. Now employed selling for one of the largest jobbers in Pennsylvania; six years' experience. SA-798, Electrical Merchandising, Real Estate Trust Bldg., Philadelphia, Pa.

SALESMANAGER — Salesman experienced; all appliances, housewiring, accustomed directing salesmen. Campaigns. Open for good connection with definite future. Unusual opportunity is offered. Larger dealers or central station to interview producer who will grow in a live organization. SA-802, Electrical Merch., 10th Ave. at 36th St., New York.

AGENTS WANTED

Manufacturer's Agent Wanted

to handle massage vibrators and violet rays. AW-780, Electrical Merchandising, Old Colony Bldg., Chicago, Ill.

REPRESENTATION AVAILABLE

Factory Representatives

Wish to add another line. We cover Illinois, Wisconsin, Iowa, and Minnesota. Bayard & Byrnes, 128 N. Wells St., Chicago, Ill.

BUSINESS OPPORTUNITIES

Gas and Electric Business For Sale

Southern California store serving forty thousand, leading store in city. Gas appliances, electric fixtures, radio, contracting. Can separate contracting. A real buy at $25,000.00. Owner retiring. Address BO-777, Elec. Merch., 883 Mission St., San Francisco, Calif.

BUSINESS OPPORTUNITIES

Electrical Store and Contracting Business For Sale

well established in city of 8,000 in Nebraska. Chance of a life time for one who knows the business. Reason for selling is wife's health. $2,500 will handle this proposition. BO-786, Electrical Merchandising, Old Colony Bldg., Chicago, Ill.

Electrical Contracting and Retail Store

Located in Connecticut, about 50 minutes from New York City. Attractive corner store in main business section, established 15 years. Large lighting fixture showroom and contracting business. Stock and business in A-1 condition. BO-797, Electrical Merchandising, 10th Ave. at 36th St., New York.

Manufacturer Desires Contract Work

Such as assembling, metal stamping or any light manufacturing. Able to give exceptional service and prices. BO-799, Electrical Merchandising, 10th Ave. at 36th St., New York.

Electrical Merchandising and Contracting Business

Located in city of forty thousand, best location, operating at a profit, for sale either for cash or to the right purchaser on extremely liberal terms. BO-800, Electrical Merchandising, 10th Ave. at 36th St., New York.

FOR SALE

Addressograph Machine

New hand-operated, complete with 4,000 stencils of electrical contractors and retailers. Sacrifice to quick purchaser, compiled at great expense. FS-796, Electrical Merchandising, 10th Ave. at 36th St., New York.

WE BUY FOR SPOT CASH

Surplus and Odd Lots of Chemicals

Oils, Dyes, Intermediates, solvents, gums, glues, waxes, and any item of a chemical nature.

REPUBLIC CHEMICAL CORP.
303 Pearl Street, New York, N. Y.

FOR SALE

Farm Lighting Plants

One-half factory cost.

CHEYENNE CONSTRUCTION CO.
Cheyenne, Wyo.

Salesmen for California

A well known distributing organization operating retail stores and resale departments selling electric washers, ironers and vacuum cleaners by resale methods in Southern California, has an opening for experienced appliance salesmen who are real producers. This is an opportunity for good men who wish to work for a strong and growing company in a country where working conditions are ideal and where a man who works can get plenty of business and make good money.

Branch store managerships will be available to the men who prove themselves to be capable, honest and producers.

For Particulars Write To

MR. WHITE

716 South Figueroa St., Los Angeles, Calif.

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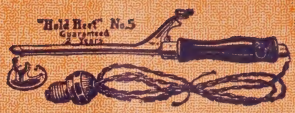
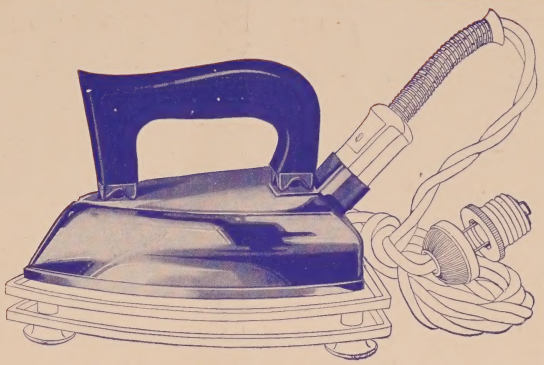
Calido NICKELCHROME
for temperatures up to 950°C
Karma SUPER NICKELCHROME
for temperatures above 950°C
Elalco WIRE
Electric Melters and Manufacturers of special alloys and pure metals for electrical, radio, automotive, chemical and mechanical uses.
An electrical resistance material for each requirement. Wire, Strip Rods, Castings.
THE ELECTRICAL ALLOY COMPANY
MORRISTOWN, NEW JERSEY
DETROIT · LONDON · PARIS · MELBOURNE · MILAN · OSLO · STOCKHOLM · COPENHAGEN





No. 100. Hold-Heet Iron with Stand, $6.50

"Spare The Quality And Spoil The Product"

An age-old axiom repeats itself. Hold-Heet proves that only quality merchandise means profits. Take away Hold-Heet quality and you destroy one of the biggest sales producing units in the electrical appliance business today. In our plant we have a framed sign reading "Do it Better—Quicker—Cheaper;" "Better" comes first and everyone in the place is reminded daily of this Hold-Heet keynote. Quality is *never* spared, it never will be.

A New Number In Hold-Heet Pads

A brand new De Luxe White Eiderdown Electric Pad with gray silk cord. Comes in attractive box making it ideal for gift purposes. This is truly the finest article produced yet in heating pad appliances. Has the exclusive Hold-Heet wiring principle, and is a big size 12x15 inches. Price includes ten feet of cord nickelplated three heat regulation switch attachment plug and white washable slip. Retails for $10.00. You need some of these new De Luxe Hold-Heet pads to make your stock up-to-the-minute. Order from your Hold-Heet Jobber now! Catalog No. 111.

HOLD-HEET

Iron Makes History

The features built into the new Hold-Heet Iron last year were epoch making. It startled the industry. It was the first iron to use a steel face. Another quality feature was the new comfort handle which introduced for the first time the "push" method of ironing that is recognized today as being far superior to the old method of "lifting." That's why the Hold-Heet works so smooth and fast. These improvements, found in no other iron today, make the Hold-Heet iron the true leader. Sales prove it! The famous Hold-Heet element has been proven by actual tests to lead in low current consumption, quick heating and uniformity of heat.

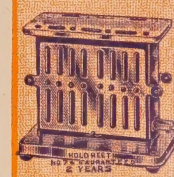
Try This Sales Idea

Ask one of your regular customers to take home a Hold-Heet iron and try it on one ironing. Tell her you want her candid opinion of the Hold-Heet, its exclusive steel face, comfort handle, etc. Customers like to be consulted as to their opinions on recent improvements. This plan serves two purposes; it opens the way for an iron sale to herself and it brings her back to your store to report. And you know well enough the value of having customers come back even if it is only to report. Try this idea today and you will be surprised to see how it stimulates business and makes your customers chummy. Order your irons from your Hold-Heet Jobber.

Russell Electric Company

The World's Largest Manufacturers of Lamp Socket Heating Devices

340 West Huron St.
Chicago, Illinois



THE distinctive Egg Shell Bronze Finish of "Red Spot" Hangers is both attractive and practical. Being rich in effect and at the same time neutral in tone, it harmonizes with every style of interior from a fine bank to a corner grocery. Being free from brightness, lightness and sheen, it does not readily show dust nor attract flies. E. S. Bronze "Red Spots" look better longer, they give more lasting satisfaction than any comparable commercial fixtures you can install.

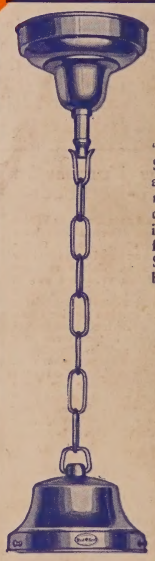
E. S. BRONZE

Plenty

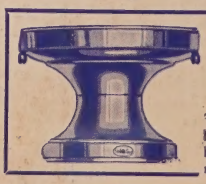
The lighting business is good. Plenty of new buildings are nearing completion and are about ready for lamps, glass and "Red Spots." There's no reason why you shouldn't get your share.

With "Red Spots" you may be sure of a substantial net profit on every job, because "Red Spots" come to you in perfect condition, they are easier to wire and quicker to install, you have minimum bother balancing cock-eyed glass, and when the job's in, the customer is satisfied. Investigate

"RED SPOT"



"Red Spot" Standard Hangers are America's most popular commercial lighting fixtures. Send for "17 Points of Superiority" and be convinced.



There are ceiling type and bracket type "Red Spots" in both Standard and Ornamental styles.

The F. W. Wakefield Brass Co.
Vermilion, Ohio

Pacific Coast Representative: **Geo. A. Gray Company, San Francisco and Los Angeles**